

THE Publishers' Weekly

The American Book Trade Journal

VOL. CXXVII

MAY 4, 1935

NO. 18

novel which 287 book-
lers called the greatest
of all war books has been
selected by the Book-of-
the-Month Club for June.
Impressive promotion and
advertising has been
planned. June 3rd. \$2.50

PATHS OF
GLORY
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ing work has all the excitement,
nd full color, historical import and sales
possibilities of Zweig's *Marie Antoinette*. A
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woman. Literary Guild Selection for June.

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by Gina Kaus

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it
June 13, 1935

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first novel since "Shadows on the Rock"
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Trade edition: In fairness to collectors the first printing will be limited to 25,000 copies. Since I anticipate an advance sale of at least 50,000 copies, the first printing will have to be prorated among booksellers according to the total of their individual advance orders. Therefore please estimate your probable sale very carefully and place now an advance order sufficiently large to secure you the first edition copies you require.

Dealer helps: Imprinted postcards, counter cards, and dummies to help booksellers gather orders from their customers in advance of publication, will be available shortly. I urge you to send in your requisitions immediately.

Alfred A. Knopf

Uniform Cather binding, 240 pages. Publication August 1. \$2.00

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The WOLF at the DOOR

By **ROBERT FRANCIS**

Winner of the Prix Femina

A NOVEL not for Tom, for Dick or for Harry, but for the now large public which enjoys Proust and Jules Romains and which likes to play Christopher Columbus to each new trend in fiction.

Andre Maurois calls it, "The work of a most original young novelist who knows how to bathe his personages in an atmosphere of fantasy which is nevertheless true to life."

Havelock Ellis, in his Introduction, says: "One seems to feel that here has arrived something the world has long been eagerly awaiting."

French reviewers speak of it as "A magic universe bathed in poetry and in dreams." "A world of true enchantment." "An astonishing success . . . better than life, stronger than realism." "A miracle that resembles no other book." THE WOLF AT THE DOOR, the first of a series (each complete in itself) will be published on June 4th at \$2.50, with a striking jacket by Majeska.

Memo to Booksellers: Recommend this novel to the more intelligent of your customers for sophisticated fiction. They will be grateful.

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THE SEA

*"Here is the real thing
with a vengeance."* —PHILIP GUEDALLA

A HISTORY of EUROPE

By H. A. L. FISHER

Eminent historian, biographer, former Cabinet Member and Warden of New College, Oxford

IT is chancy to predict immortality, but reviews such as these make us feel that Mr. Fisher has written one of the few permanent historical works of the last half century.

"A brilliant and masterly narrative . . . sure to be read far outside the circle of the historians and the ordinary historical students. It is one of the most important, as it is one of the most fascinating, histories that have appeared in our generation."—Robert Lynd.

"Here is a history for historians, as well as entrancing narrative for the general reader . . . Here indeed is history, intensive and memorable . . . a marvel of compression."—Professor J. L. Myres in *the Spectator*.

"No history of Europe, of permanent and admitted standing, exists in the English language . . . The first volume of this book warrants the hope that it has at length arrived . . . We shall not easily get again more brilliant narrative, or equal wisdom so lightly borne."—Keith Feiling in *the London Observer*.

A HISTORY OF EUROPE will be complete in three volumes of which the first—"Ancient and Mediaeval"—will be published on June 4 at \$4.00.

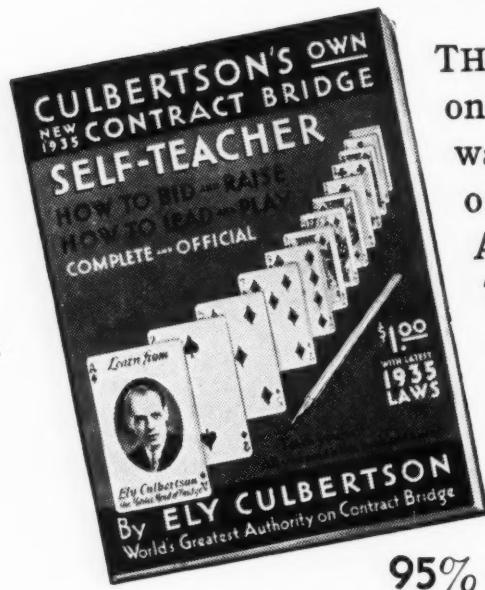
Memo to Booksellers: This is an extra dividend book. Almost every copy you sell will mean two more sales when the other volumes are ready, so please keep a record of your customers.



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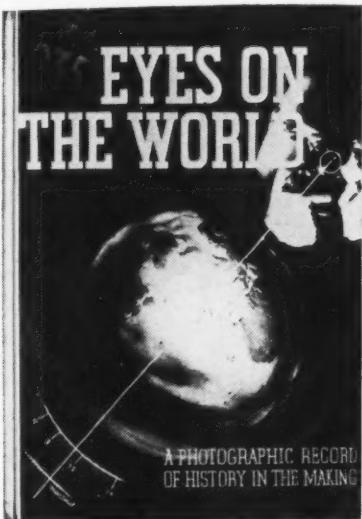
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Publishers • 386 Fourth Avenue • New York

Published June 14 Price \$3.75



EYES ON THE WORLD

By Mr. Ess of Essandess —

—Mr. Ess being Your Correspondent's associate of the past eleven years, M. L. S.

It was an M. L. S. idea originally that we publish a book of war photographs. *The First World War* (on which we closely worked with LAURENCE STALLINGS) was the result.

It was again an M. L. S. idea to publish a book of photographs showing the history of the world in our own time: 1934 and 1935. On this book he has worked alone—with the aid only of a few members of the S & S staff. It has been a prodigious single-handed undertaking, and Y. C. believes the finished book well justifies the time and effort.

It is a photographic record of history-in-the-making, covering the whole world for the years 1934-35. It is not, mind you, a record of mere loving-up presentations or motor-boat races or the other ephemeral things that clutter up so much of the newsreels year after year. Instead it is a history of the most important events and trends of our time—shown almost entirely in photographs.

The book begins with a breathless section portraying the fundamental changes now going on throughout the world: the trends toward dictatorships, the heroic efforts of America and England to carry on democracy. In these pages you find the immediate past recaptured, the present integrated and made clear, and the onrushing future suggested.

Then the book switches to our own New Deal at the cross roads. The whole Roose-

velt revolution is graphically portrayed, the billions for public works—how these billions are spent and the pictures of the men who spend them. It goes on to the dramatic race between recovery and inflation—all made graphically clear by stirring photographs and captions that provoke thought and enhance understanding.

Then the photographs (with their dramatic captions) take us abroad in a section that is perhaps most exciting of all, entitled "The Race Between Intelligence and Catastrophe." We see the political storm in Cuba, the workings of Mussolini's Italy, the reign of terror under Hitler, the blue Danube running red in Austria, the pathetic and valiant efforts in Geneva, the armament makers backing all sides that brew trouble. We fix eyes on Russia, see the storm in Jugoslavia, and finally the tinderbox ready to blow up in the orient.

Now the book becomes a little lighter in tone. We see the human sides (in photographs as always) of the rulers, the heroes, the dominant personalities of our time, the men of mystery, the sayings (honest and hypocritical) of the great and the near great.

We see the milestones of the year, we see, yes we see, the roar of the crowd, the books we have been reading, the places we have been seeing, the fashions of our year, the entire kaleidoscope of the cock-eyed world, men and women at work and at play, how we earn our daily bread, our ecstasies and fears and quiet desperations.

Eyes on the World ends on the subject of man, proud man, in an amazing series of candid camera close-ups of people like you and me—the you and me who are living in our own United States in the year 1935.

The first edition is now on press. We did well with its predecessor, *The First World War*. Y. C. believes *Eyes on the World* will do as well.

Y. C. has written a form letter (including illustrations from the book) to be used by booksellers to solicit advance orders. For those booksellers who believe with Y. C. that this book has Big Possibilities, we shall be glad to imprint a very unusual letter that has just been prepared.

LATEST INFORMATION A contract has just been signed with The Unofficial Observer (author of *The New Dealers*) for a book entitled *American Messiahs*. It is a rip-roaring, concise, impartial, hard-hitting book about our public figures blessed—or cursed—with a Jehovah complex: Huey Long, Father Coughlin, Upton Sinclair, Mr. Townsend, Floyd Olson, Norman Thomas, Hugh Johnson, the La Follettes, and a number of others. Publication date of *American Messiah* is May 25th. The price is \$2.00—and a big value. End paper photographs. Same size as *The New Dealers*.

ESSANDESS.

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Life and Exploits of
**THE SCARLET
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(Sir Percy Blakeney, Bart.)

By JOHN BLAKENEY
 with a foreword by *The Baroness Orczy*

Cash in on the interest in this colorful character aroused by the Leslie Howard talkie that is sweeping the country. A brand new book giving hitherto hidden secrets of the Scarlet Pimpernel's forbears, early training, schooling, and further exploits in his amazing career.

*HERE IS THE REAL
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A "best seller" sale is certain for this new novel by Louis Golding...and the possibility of a sale even greater than that of *Magnolia Street*. *The Camberwell Beauty* is a story of romance and mystery in Chiswick and Sicily . . . a story of breathless suspense with every kind of excitement.

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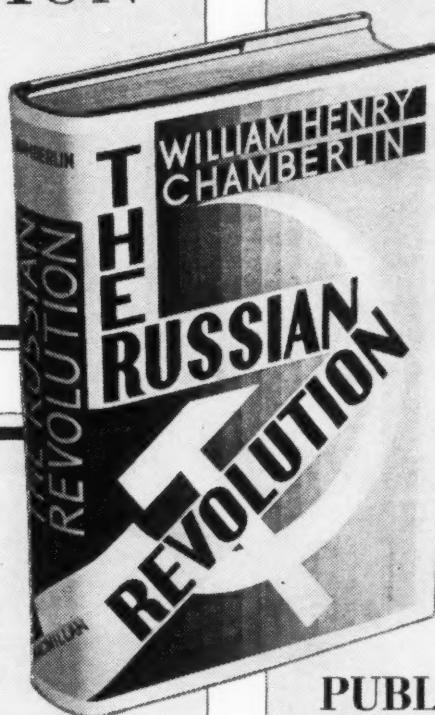


300 PAGES, \$2.50



OUT MAY 23
ARRAR and RINEHART

THE
HISTORY
OF THE
RUSSIAN
REVOLUTION



This history is a general account of events in Russia from the overthrow of Tsarism in March, 1917, to the introduction of the New Economic Policy in March, 1921. It is based on many years of preparatory study in Russia, and is accompanied by a supplementary volume of documents selected with a view to illustrating the course of the narrative.

While a number of works dealing with various phases of the Soviet regime have appeared, no such general description of the entire period concerned, based on careful study of the voluminous historical literature in Russian, has yet appeared in any language. The author's purpose has been to eschew any political or economic bias or dogmatism, to relate the facts and to interpret them in the light of Russia's historical, social and economic background.

by
WILLIAM
HENRY
CHAMBERLIN

The author went to Russia in 1922 as correspondent for The Christian Science Monitor and lived there until 1934, except for a few months in 1927, when he went to China. He is now correspondent for The Monitor in the Far East.

2 VOLUMES ILLUSTRATED \$10

PUBLICATION DATE

MAY 28th

THE
MACMILLAN
COMPANY
60 Fifth Avenue
New York

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

MAY 4, 1935

Case Record of a Bookseller

MARY HAYS MARABLE

Oklahoma City University Library

Mrs. Marable was for four years in charge of the Book Department of the Wigger Book Co.

SETTING. Weather conditions: Cloudy and cold. Good buying weather. Stock in first class shape. Ought to have a successful day.

LADY FROM NEARBY VILLAGE. Wanted a book she had read in her girlhood. Wasn't sure of its name. Outlined plot. Thought it was Ish-something. "Ishmael." Found a copy not too dilapidated. Customer purchased it.

BRIDGE PLAYER. Gentleman asked for two copies of the best book on contract bridge—one for himself and one for his wife. Had to have two copies in order to keep his wife from monopolizing the book and quoting it to him. Wished, he said, to do his own quoting. Easy sale.

THREE GUM-CHEWING DAMSELS. Between chews, one girl asked to see some books by John Burroughs. Was buying a birthday present for her brother who had indicated a preference for the great naturalist. Second girl ejaculated, "Burroughs? Who's he? I've never heard of him." "Sure you have," contributed the third, "he's the guy that invented the adding machine." Gum chewing resumed. Found a copy of "Locusts and Wild Honey" which the first girl bought.

SCHOLARLY GENTLEMAN. One of the store's best customers, courteous and widely-read. Collects firsts of some modern writers. Had been looking at two Cabell firsts and decided to buy them. Has one of the finest and most beautiful private libraries in the city. Owns

an unusual collection of prompt books and of books on art.

COLLEGE BOY. Had a gift of money from a doting aunt. Planned to spend it all on some books he had been wanting a long time. Gave us his list: "The Decameron," "Memoirs of Casanova," "Madame Bovary," "Red Lily," and "In Defense of Women." Expected to make enough money on these books, by renting them to fraternity brothers, to buy several more. Probably will succeed beyond his happiest expectations.

STENOGRAPHER. Young girl from nearby office building, who frequents our shop often, had at last saved enough money, mostly from lunches, to buy a coveted copy, in leather binding, of Keats' poems. Said: "I love it all, but I believe I love best 'The Eve of St. Agnes.'" We almost agreed.

LARGE, FUR-CLAD LADY, FOLLOWED BY SUPPRESSED-LOOKING HUSBAND. Wanted, she said, briskly, a book for a boy of twelve. "Any particular book?" we inquired. No. Just any book so that it did not cost more than *fifty cents*. (Does she buy her groceries and clothes on that plan?) Husband timidly interposed, "But Jim said he especially wanted a book about Edison." The lady snapped, "I don't care what he said. I'm not going to buy any book on Edison. Someone told me he was an atheist, and I don't think he's a good influence." "Besides," she added, getting down to the nub of the matter, "it'll cost two dollars,

and there isn't a book published that's worth two dollars." She wrapped her expensive coat about her and followed us down the aisle to the shelf of fifty-cent juveniles. From these she selected, "The Terror of the Twin Towns, or, Robert Romane's Revenge." While she was busy making her selection, her husband furtively handed us a bill and whispered: "Wrap me up a good book on Edison that a boy of twelve can read." We did, and, as furtively, slipped him the package.

YOUNG AND DISCOURAGED LOVER. One could tell by the way he walked into the shop that life had dealt harshly with him. An air of the *welt müde* hung about him—in fact was worn consciously as a new garment. Browsed a bit, and then asked to look at the poetry shelf. As he did not seem to be finding what he wished, we asked him if we could assist. He turned confidential, as the young often do. "I have a friend," he said (meaning himself), "who was devoted to a girl and the girl and he have had a misunderstanding. She is to blame," he continued severely, "and my friend wants her to realize it. Could you suggest a poem that would point out to her how much she is going to regret her treatment of m—my friend?" After a few moments' reflection, no poem of this sort suggested itself. So we asked if it might not be more effective to send poems expressing continued devotion. We opened a copy of "Sonnets from the Portuguese" to Sonnet no. 43, and let the words, "How do I love thee? Let me count the ways," sink into the young man's consciousness. Read for fifteen minutes. Decided this was what he wanted. (We'd like to know the outcome.)

LADY WHO TRAVELS WIDELY. One of our best customers, who travels much abroad and who, before a trip, always buys quantities of books on the places she is going to visit. She brings a carefully prepared list, and is quick in her decisions. Easy to sell to because she knows books. It's a gala day when she comes. Her chauffeur carried armloads of books to her car.

MAN WE WANTED TO CHOKES. But we sold him a book. Would not say at first just what he wanted. Said he'd look around. Asked for books on Duty—we didn't like the way he said the word. Finally discovered, by dint of careful questioning, that he wanted a book for his wife for their wedding anniversary.

He'd like one which treated of the duties of a wife—to her husband, her home, her children. (Whatever her faults are, our sympathy is with her.) We told him we knew of no such book, and finally persuaded him to give her a good new novel.

OUR WORST FAILURE OF THE DAY. Lady, whom we know well, came to buy a birthday present for her husband. We know the husband, so we suggested poems—Kipling, Service, or Sarrett. Just as we had convinced her that "Barrack Room Ballads" would be eminently pleasing to her husband, she spied a copy of "Indian Love Lyrics." It was bound in leather, and would, the lady said, look lovely on her new library table. We gently remonstrated, for her husband is not the Purple Passion type. But the lady was firm. We remonstrated less gently. In the end, we reluctantly wrapped up the Laurence Hope. (We are glad, lady, that we do not have to witness the pained expression in your husband's eyes when he views his birthday present.)

COLLEGE PRESIDENT. Bought eight detective and mystery stories—likes them gory—and a book on rock gardening for his wife. Said the detective stories made him better able to deal with students, because they made him forget completely that there were such things as students. Which must, at times, be necessary to forget.

OUR SECOND FAILURE. Girl who reads romantic fiction in the reprint edition. Good but difficult customer. Rather be sentenced to a day at hard labor than try to find a story to please her. Has read everything, including novels serialized in women's magazines. Has two definite requirements: Must have book with large type because her eyesight is poor. Must have story with happy ending because she can't stand tragedy. Found one, by careful searching, which seemed to answer; and, although it was old, marvelous to say, she had not read it. While helping another customer, we left her to look at it. But when we returned, she handed it back, saying she believed she would not like it. We patiently inquired for the reason. "Well," she replied, "I never could endure a hero with a moustache." We glanced at the illustrations. The hero was certainly not smooth-shaven. There's lots to be said for the modern way of leaving

the illustrations to the reader's imagination. We did not sell her a book.

NARROWLY AVERTED CATASTROPHE. Had some difficulty in persuading a group of girls to buy "Oil for the Lamps of China" as a gift for their Sunday School teacher, instead of the one they had selected because they liked the title: "Sanctuary," by William Faulkner. They will never know, perhaps, why our choice was better.

THE COMPLICATED UNCLE. Gentleman wanted a book for his wife's uncle. Said uncle was past seventy, also a Presbyterian and a Republican in a heavy, ardent way. What could we suggest? It had to be something late, as the uncle read a great deal. We suggested one of the new biographies of Oliver Cromwell, which could not offend his religion or his politics. Unable to decide between the Belloc book and the Buchan, the gentleman took both.

THE BOOK OF CONSOLATION. Lady looking for a book to give a friend, who has just lost her only child—a son. Suggested "Larry," which seemed to please the customer, as she glanced through it. She bought it, and said, "I've often wished someone would publish a collection of the comforting and consoling things that great writers have said about death. Such for example, as Dickens' tribute to childhood in his 'Dombey and Son.'" We echo her wish.

WE MUST BEAR UP. Two well dressed ladies of the gushing type entered. One said, "What do you have in new poetry, please," and added, "I just love the new poetry. It's so—so uplifting."

"It's here to your left," we said.

"We want to buy a present," the second explained, "for the president of our study club. She's leaving the city. We want something really good. Can you suggest something?"

We mentioned Edna St. Vincent Millay, Sara Teasdale and Elinor Wylie.

"Edna Millay," babbled the first, "Oh, yes, I've heard of her. She smokes big black cigars, some one told me. I don't believe we'd like her poetry. I had a book in mind, but I can't think what it is. It's something I read years ago and its perfectly beautiful. Oh yes, it's by Ella Willcox Wheeler—I believe the name is 'Passionate Poetry.'" We had a copy of "Poems of Passion," but it was old and

shopworn and would not do for a gift, so the two ladies decided on an anthology because they found in it a poem often quoted by their pastor—"Each in His Own Tongue."

GENTLEMAN WITH A HOBBY. Middle-aged man of professional type asked what material was available on old coins. Pored over U. S. Catalog and made a list of titles for us to order. Knew his subject thoroughly and talked about it in an entertaining and informative way. We learned a lot from him and made a few notes on what he told us. Filed the notes on cards for future reference. Can always find use for such bits of information gleaned from customers like this one.

THE PRECOCIOUS NEPHEW. The day is never complete without at least one of them. They are always aunts, uncles or grandparents. They are buying for a niece, nephew or grandchild. And the one unfailing item about them is that the child for whom they are buying *always reads books far beyond his years*. Great tact is needed in selecting books for these invariably precocious children. They never, never read books suitable for their own age, according to the devoted relative. This particular lady purchased "Treasure Island" for her seven-year-old grandson, saying he would be able to read every word of it. (We are going to offer a valuable prize to any one who can locate an aunt or uncle whose nephew or niece is only *average* in reading. We have no fear of having to make the award.)

REGIONAL LITERATURE. Whenever we see Mr. S— coming we know what to expect. He is building a library of state literature—everything about our state and everything by our state writers. Fortunately we had two new publications to show him which he purchased.

PRESIDENT OF BANK. One of the wealthiest men in town. Interested chiefly in Lincolniana. Like pulling teeth to get him to pay more than two dollars for a book. Always says, "It'll be published next year in a dollar edition." Merely looked today.

YOUNG HOUSEWIFE. Wanted a cook book which contained a certain recipe for zweibach pie. We found it in a recipe book compiled by a local church society.

WELL-KNOWN AUTHOR. Although we had seen his picture many times, we did not recognize him as he breezed in jauntily and asked if we had any books by _____. We showed him several. His eyes twinkled as he said, "I'm glad you have them for I wrote them myself. Now I'd like to buy some good western stories—I can't write 'em, but I love to read 'em." He was just passing through our city and wanted some train literature.

THE CLIMAX. A last customer sauntered in. Somehow, we felt it coming. It came. Said he: "I saw a book here last week. It was an old book, a story, and I read the first chapter. And I wonder if you could help me find it?"

"Do you know the title?" we asked.

He did not.

"The author?"

He did not.

And then it came. "It's a red book," he said, helpfully. (Some day, Mister, some day,

the man who says to us, "It's a red book," or "a green book," is also going to say with Oedipus: "Oh, light of day, I behold thee for the last time.")

"Yes," we replied, "but do you have any idea what the story is like?"

"Well," he offered, "I know this—it's named after the day it happened."

We knew what he meant. And we could guess the title, for we had still in stock, a copy of Thomas Lawson's "Friday the Thirteenth." We got it down—and our guess was right.

But the book we took home with us to read was Beers' "The Mind That Found Itself." Just one more customer who describes a book to us by the color of its binding and we are going to have to pull ourselves back from the brink of insanity. Perhaps we'd better begin to practice, for it's difficult to believe that people will ever stop saying, "It's a yellow book, or, at least, a light tan."

Topical Window Appeal

"The March of Time" on the Screen Offers a New Opportunity to Dramatize the Display of Timely Books

ALFRED VAN AMEYDEN VAN DUYM

Window Designer, Doubleday, Doran Book Shops, Inc.

WHAT KIND OF WINDOW APPEAL sells books? If we knew the exact answer to that question, all our problems would be solved. We could simply place an automaton in the bookshops which would hand out books without further comment, as the whole job would already have been achieved through the outside and visual contact with the bookshop, that is, through its windows. In the meantime many of our windows are mainly experimental, and it is only by trying out new schemes for attracting the passerby's attention that we can lure him in and even that is not sufficient unless there is enough sales appeal behind them.

Roughly, however, windows may be classified as of three kinds. The merchandising window or bargain window, that is the window in which the price element dominates. The snob or collector appeal window in which we cater to the exclusive or restricted owner-

ship of rare and expensive books, and finally the news appeal window, of which every magazine and newspaper counter is the most extreme example. It is to this window that I want particularly to refer in this article.

This window has always been a particular hobby of my own and has led some people to believe that by preference I go in for sensational windows. That's not so. A window which is sensational may draw on a great many lookers but not necessarily many book buyers. Such windows are distinctly to be avoided unless we can afford the luxury of going in for stunts every once in a while which do not offer any direct sales results.

Things move at the most terrific speed today and events all but overtake each other, so a window should offer an appeal which is like a cooling draft after a hot chase. I myself have seen people hurry along and suddenly come to a dead stop in front of a book



One of four posters made by the editors of "The March of Time" for use in bookshop windows. These posters may be used very effectively as centers for displays of related books of current interest

window, and gradually the eyes which bore a sort of haunted look soften down to a dreamy expression induced by the contemplation of books. Books as a relaxation from the day's turmoil, frustration and agitation. Books as an escape from the reality of life. At worst, the consolation prize for the day's lost race.

On the other hand, we want to know what is going on. Some of us feel so strongly impelled that we must know, and newspapers are often unreliable guides whose ultimate of wisdom is built upon a twenty-four hour philosophy and the five star final. A book makes a more reliable guide to what's going on in the world.

The movies sell books mostly through the reduced price appeal. Rare are the books which sell at the regular published price because of the filming of the book. I know by experience that you may plaster your whole window full of stills from the movies and nothing happens unless the books sell at most for one dollar and preferably for 75 cents. It has been proved beyond a shadow of a doubt, however, that the successful movie boosts the

sale of the book tremendously, for instance the recent sale of the movie edition of that hardy perennial "David Copperfield." Movie editions, however, hardly constitute the news element in a window and a whole window full of these books cannot be called a newsy window. Such a window merely rides on the crest of the wave of advertising and popularity and probably to the detriment of the selling of newer books. Such sales are substitute instead of plus sales and the books should be displayed sparingly in a general window.

"The March of Time"

The evanescent quality of the regular news reel can hardly be caught by the stills in the windows, even if it were possible to obtain such stills. The occasional glimpse does not stick in the memory, and a news reel a week old acquires an appallingly antique quality. There is one news reel, however, which is almost a monthly news magazine on the screen and which, at least to me, appears to offer possibilities. I am referring to *The March of Time*.

To consider these possibilities I was invited to the preview of "The March of Time," Release No. 3, April 1935. In particular I was asked to pay attention to the first of the episodes—the complete release consists of four episodes—headed "Europe"—the following script accompanies it—

"Today, talk of war and marching troops remind men of profit-reaping munition makers, of their conferences disguised as Meetings of International Railmakers, of their exposure by Senator Nye's investigating committee. Here are the first pictures of mysterious Sir Basil Zaharoff, still the chief adviser, the wisest and richest of dealers in death."

This was sensational news. News which is to be shown in over 1,000 theaters in the country over a period of a month. From the largest movie houses to the neighborhood theaters. Conservatively estimated this release will be seen by five million people. It is the sort of stuff that makes people think, it moves them to the core. It is a tremendous weapon in the hands of publicity. Nobody having seen this is ever likely to forget it.

What can be done about it? Where can we get additional material which will tell us all about this munitions racket? How can we prevent having more wars? And finally coming down to our particular problem, how can it sell books? What can we do in our windows to connect this with books on the subject?

We Have Been Warned

Because today we are in a different position from what we were before the great war. We have been warned! In dozens of books and now by the screen. There is a war novel to be published by the Viking Press, the Book-of-the-Month choice for June, a book which drew an enthusiastic response before its publication from over 300 booksellers. Less than a year ago two books were published called "Merchants of Death" (Dodd, Mead), and "Iron, Blood and Profits" (Harper). Doubleday in conjunction with *Fortune* brought out a pamphlet entitled "Arms and Men." These books displayed in connection with the current issue of "The

March of Time" on the screen can be very effective in our windows.

I have, in the past few days, proposed to the editors of the "March of Time" to make posters relating to the different episodes, by photostating and enlarging the leaflet which is published in conjunction with the release and decorate it with four stills from the release. This will be another emphasis on the news element in our windows.

Four Posters Made

The same thing will be done with the other three releases. One relates to Louisiana and Huey P. Long. The next to Mexico and the vexing religious question. The last, called Transpacific, prognosticates the flight of the Sikorsky plane of the Pan-American Airways to the Orient. The reconstruction, re-enactment and projection into the future of all these events is astounding and for that very reason may be tied up with books in our windows. The last episode as well as the first lends itself exceedingly well to such a display, and books which have remained on bookshop shelves may now very well be made to move by placing them in the shop window.

Naturally not all episodes in each release of "The March of Time" may lend themselves to such displays. But as the running of these releases is nation-wide, the rest of the country need not follow New York's lead in this particular case.

There is a considerable regional appeal. I think that it might even be a good idea if for each of these releases some competent person made up a list of the recent books relating to the subject and that these lists were distributed to the bookshops. I should think that publishers would jump at the chance thus given them to publicize their books.

The possibilities of the screen and the radio in helping us sell books have not been exhausted by a long shot, and it is about time that we woke up to the idea that, instead of taking people away from the reading of books they might very conceivably increase the reading of books. It is up to us to link together and correlate all these various possibilities.

A Word from London

*National Book Council Committee Reports on Times Book Exhibition;
Booksellers Establish Monthly Literary Supplement; Old
Book Sales Decrease*

FRANK SWINNERTON

A SPECIAL COMMITTEE appointed by the National Book Council to inquire into the second *Sunday Times* Book Exhibition of last year has made its long and interesting report. The committee consisted of three members, A. J. Hoppé, of J. M. Dent & Sons, J. G. Murray, of John Murray, and Frank Morley, of Faber & Faber. It received the opinions of publishers, booksellers, and librarians, together with those of the attendants at the Exhibition itself. And its findings serve to show the extraordinary difficulties involved in organizing an exhibition of the kind attempted.

I referred in my last "Word from London" to the impression that the exhibition had been less successful than its predecessor. In actual attendances and sales (according to available figures) this impression was not quite accurate, for it is said that two thousand more people visited Grosvenor House in 1934 than was the case with Sunderland House in 1933. Nevertheless, the total of fifteen thousand seems very poor for a fortnight's show, and it remains true that there was a feeling in the trade of dissatisfaction with the results obtained. The cash value of books sold in the course of the exhibition was £1,177; and 72 publishers had stalls.

If another exhibition is to be held in 1935, some changes are to be expected. It may be that *The Sunday Times*, organizer of both shows, will agree to a less prominent use of its name, so that other newspapers will not be deterred from giving publicity. Or that the booktrade itself will find the money for all purposes (but this is a serious matter, for the costs of hiring a hall and erecting stands, etc., are high). But, whatever is done, some more central and less-expensive-seeming accommodation will be found; for it is said that many potential

visitors were discouraged by the air of opulence presented by Grosvenor House.

This last is a very interesting point, especially as the Committee reached an opinion that the majority of those who did attend the exhibition were well-to-do women, in general subscribers to the select circulating libraries which supply most of the English reading public with the loan of new books at unremunerative subscriptions. If such readers hesitate to enter Grosvenor House, they must indeed be easily alarmed. But perhaps these were the bold ones: mere book-buyers may well have felt that the approach was a sign that small orders would be unwelcome. It is absolutely necessary, if future exhibitions are to be held, that small book-buyers should be sure of welcome, and that they should first of all be reached through their own newspapers. I wonder it has not been suggested that other newspapers, besides *The Sunday Times*, should agree to cooperate for the good of the booktrade. If, for example, *The Observer* could add its great prestige with the book-reading public to that of its rival, neither paper would lose; and since both are well-supported by publishers advantage might well be mutual.

Another Exhibition

Whatever happens, we shall probably see another exhibition before Christmas, perhaps with a smaller number of exhibitors. But in that case the preliminary organization will have to be very much more elaborate than it has been hitherto, and the publicity by way of circulars, trade propaganda, and even wider appeal for support, greater than ever. I suggest that long before the agreed date for opening publishers and booksellers ought to be asking "Are you coming to the Book Fair?" of all their patrons. "Fair" seems to me to be better than "Exhibition," as suggesting something enter-

taining as well as impressive. And visitors should be made to feel that they are privileged, rather than patronizing. If lectures are again given, some of them should illuminate the processes by which a book passes from author to public. That is, publishers, booksellers, printers, and stationers should all not only exhibit their wares but demonstrate their ways. This may well be done. Among the Committee's recommendations are several excellent plans. And anybody who wants further information about what has been done and what may be done for the future should obtain a copy of the report, which, although it is supplied to me marked "Confidential," must be generally available to those in the trade if they are to understand all the considerations involved in such promotions.

Booksellers Edit Supplement

Meanwhile, the booksellers as a body are in movement to advance the cause of books. They are establishing a monthly supplement in the London *Evening Standard*, to which they, as well as publishers, will contribute advertisements, and for which they will provide the literary matter. The object is not at all to interfere with the present literary policy of *The Evening Standard*, but to increase the range of publicity given to books. For this reason they are doing what the literary editor of an up-to-date newspaper cannot well do, and are emphasizing the claims of the not-so-new books. In this way they should remove the grounds—or at least the excuse, for there were never very ample grounds—for the common complaint that booksellers do nothing to sell books. If the scheme is successful, older books will show a marked increase in sales. The habit of book-buying will be encouraged. Booksellers will really present themselves to newspaper readers as an active force. And as the publishers are supporting the effort by advertising this is one of the most striking instances of cooperation between the different branches of the booktrade that has so far been seen. The scheme is a new one, and we must wait to see whether it is successful enough for continuance; but if it is a success it may do a tremendous amount for the preservation of books from oblivion after their first season. Hitherto, publishers have spent much time and pleasant labor in giving us cheap editions in charming form;

and booksellers have exhibited these editions in their shops. But the policy of giving them press publicity is new, and deserves support.

Old Book Sales Decrease

That reminds me to say that there has been a notable falling-off of late years in this country in the sales of old books. I believe it can be paralleled in the United States. In England the cause has largely been that readers have become interested in modern authors, in modern themes (the study of economics, e.g., has been the hobby of those who, ten years ago, might have been interested in what are called "classics"), and in such other forms of entertainment as the radio. I do not know what the cause may have been in America. But so great a series as *Everyman's Library* has slightly changed its direction this year by beginning a new section, composed entirely of modern books. George Meredith, Henry James, H. G. Wells, G. K. Chesterton, D. H. Lawrence, and John Galsworthy are the first six authors to be called upon, the James, Wells, and Chesterton volumes being especially well-chosen in contents to demonstrate the genius of each writer in contrasted examples. I have reason to believe that it will become more and more difficult to interest readers in ancient books, and that the immediate future lies with living or very recently dead authors.

Cooperation Makes Progress

A moment ago, I was speaking of some cooperation between publishers and booksellers. Here is another indication that such cooperation is making progress. Nelson is publishing a composite volume called "The Book World," which will contain chapters on Authorship, Publishing, Bookselling in London, Bookselling in the Provinces, and so on. It will cover the whole field of book-making and book distribution. As the writer of the chapter on "Bookselling in London" is J. G. Wilson, of Bumpus's, and the writer of that on "Bookselling in the Provinces" is Basil Blackwell, we can be sure of authoritative pronouncements upon those subjects. The book ought to be very instructive to the general public; and since the contributors will deal at first hand with their own problems a great deal of valuable material should be included. The chapter on Publishing

will be the work of Mr. Taylor, of J. M. Dent & Sons, President Elect of the Publishers' Association.

Another interesting sign of the times is the way in which Nigel Morland has been preparing himself for entry to the publishing trade as partner and director in a new firm. Mr. Morland had some earlier experience with the firm of Ivor Nicholson & Watson, and for some time now he has been very busy running a little paper called *The Book Tag* (as well as doing other things for the advancement of book sales). Six months ago he took a situation as Book Adviser to the customers of Messrs. Selfridge, the great Oxford Street stores; and throughout the Christmas season and until a week or two ago he has been in direct contact with retail customers, learning some of the tribulations, and of course the satisfactions, of the bookseller. Now he is beginning publishing upon his own account, as Managing Director of the firm of Street and Massey, new, quietly ambitious, and restrained both in the size of their list and in the scope of their publications. With so many of our older publishers roving the world and making contacts with their fellow-publishers in every clime, with some of them taking the road and calling upon booksellers in all parts of England, with others showing that they can with ease out-argue very intelligent but doctrinaire authors who step into debate on publishing matters, it must be agreed that

the modern publisher is quite unlike his old-time counterpart in England, who used to wait for authors and trade to come to his office. I see cooperation growing ever more possible.

In my last letter I said that Gerald Duckworth's firm was originally called "Waller & Duckworth." Mr. Duckworth tells me that, although A. R. Waller was for a short time associated with him in the business, this was always called "Duckworth & Co." I think it desirable to correct my statement, which referred to a time prior to my own entry into the publishing trade.

Chatto & Windus are in process of moving their premises from St. Martin's Lane to Chandos Street, where they are taking possession of a large building formerly occupied by the Eustace Miles vegetarian restaurant and backing upon a portion of the London musical hall, the Coliseum. Extraordinary problems have arisen because of the situation of this building; but all have been overcome by the tact and address of those well accustomed to dealing with difficult authors, and by the time this letter appears everything will be in order. The firm is producing a new periodical publication, in addition to *World* (Mr. Vernon Bartlett's survey of foreign affairs), which will be devoted to geographical matters. Meanwhile Mr. Prentice, newly retired from active connection with Chatto & Windus, is on his way to Athens by way of Italy and Jugo-Slavia.

DON'T MISS THE A.B.A. CONVENTION

Time: Sunday and Monday, May 26th and 27th

Place: Hotel Pennsylvania, 33rd St. and 7th Ave., New York City

TENTATIVE PLANS for the program of the American Booksellers Association Convention appear in this issue. This is one of the most important conventions the Association has ever held, and every bookseller who is interested in the future of the Retail Booksellers Code should plan to take part in the discussion.

The convention will be held on May 26th and 27th at the very time when the status of the NRA will either be settled or be about to be settled. For this reason the A.B.A. has not made definite plans for discussions, leaving a greater part of the morning period open to discussion of the topics that seem most pressing in the light of what has happened between now and the time of the convention. If the NRA is to be continued, discussion will probably cover possible changes in Codes and administration. If the NRA is abandoned, it will be necessary to discuss State price-fixing laws and other methods of securing regulation. In any case, a good attendance is essential to the success of the convention.

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May 4, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Small Dealer Needs Recognition

THE ORGANIZATION of the American Retail Federation has brought together a great number of large department stores and chains on matters of legislative import, but the organization as first announced does not seem to give any assurance that the great number of independent retailers will be given a hearing by this group, and Congress has pricked up its ears and asked for an investigation.

The Federation's officers as they were announced consisted entirely of members of large organizations, and if the Federation is really to speak for retailers as a whole, as it claims it eventually will, it ought to take immediate steps to recognize the problems of the small, independent dealer.

Among the announced purposes of the Federation is its aim "to coordinate all branches of retail distribution that there may be developed and effectuated a program of national policy to improve retail distribution

and consumer purchasing power." This is a program of first rate importance and significance, and this coordination ought to begin in the organization of the Federation. The large retail organization has the advantages of great purchasing power and highly trained executives; the small store has the advantage of the close personal interest of the proprietor and the economies which ensue from avoiding extra services which the public may appreciate but which are perhaps not essential to distribution. Under fair conditions these rival advantages insure brisk competition, which is healthy for business. Unfair competition, however, enters when the large merchant uses any line of merchandise as a loss-leader to help in building up business on other lines the profits on which will offset the losses on the loss-leader. The independent dealer is left without any effective means of defense against such tactics, and if one line selected for loss-leaders is continuously used, as has been the case with books, disruption, and chaos in the industry, is sure to follow. The large store or chain, as has been stated, has its own advantages in a merchandising contest and these great merchants ought not to admit that these advantages alone are not sufficient or claim that they have to adopt unfair practice to maintain their volume of business in competition with the independent. There is need of all types of well-managed stores to fit all the needs of adequate distribution.

Title Output Increases

WHILE THERE is still a long way to be traveled toward prosperity, indications of improvement in business are much more easily found than they were a year ago. One positive symptom of the general attitude of publishers toward the future is to be found in the statistics of American book production, to be found on page 1753 of this issue, which show an increase of 377 titles for the first four months of this year as compared with the same period in 1934. During the month of April, 1935, 77 more new titles and 56 more new editions were published than in April, 1934.

Classifications showing the greatest increase are fiction, with 726 titles published already this year as compared with 640 in the same four months of 1934, an increase of 86; religion and theology with 233 titles in 1935 and 176 in 1934, an increase of 57;



poetry and drama with 226 titles in 1935 and 183 in 1934, an increase of 43; juveniles with 120 titles in 1935 and 91 in 1934, an increase of 29; sociology and economics with 223 titles in 1935 and 198 in 1934, an increase of 25. Philosophy and ethics, philology, science, technical books, medicine and hygiene, agriculture and gardening, business, fine arts, music, general literature, geography and travel, biography and miscellaneous classifications all showed increases of a greater or lesser degree. History, education, law and games and sports all showed a slight drop, in no case more than 8 titles each.

Since the increase is general over the entire field of book publishing, only one interpretation is obvious: that publishers feel that there is a greater potential market for their books than there was a year or two years ago.

As an indication of business conditions, this increase in title output is encouraging. It is to be hoped, however, that with returning prosperity publishers will not forget the lesson learned during the depression, that the road to stability is through the publication of fewer and better books.

Regional Fiction

THE *Publishers' Weekly* printed in its last issue an extremely interesting list of "Forty-three Best Southern Novels" as selected by Professor Donald Davidson of Vanderbilt University. It is expected shortly also to publish a similar list of novels from Maine, to be followed by other lists which may point to the regional background of American fiction.

Such lists not only suggest good reading but also book collecting, and, if such lists are preserved by bookstores and used as check-lists for customers, they may lead to new and healthy developments in the field of book collecting.

Of more extended character is the catalog just issued by Whitmore & Smith, Dallas booksellers, entitled "A Bibliography of Books on and About Texas and the Southwest." This catalog (fifty cents a copy) has been issued in connection with the Texas centennial, and the development of the sale of such books should be one of the happy results of such a celebration.

Better Book Argument Advanced

"BETTER BOOKS FOR BETTER TIMES" is the title given to two catalogs just published by Ginn & Company in which the full resources of careful layout and photographic illustration emphasize the beauty of recent schoolbooks.

The Ginn Sales Department believes that now is the time to emphasize the progress which has been made in schoolbook production in the last five years. The firm's line of argument offered to schools is interesting: "When the heavy slump in textbook buying began, Ginn & Company faced the question that most business concerns were compelled to meet: 'How shall expenditures be curtailed to keep within reduced income?' One obvious method of cutting expenses would have been the suspension of the entire publication program of new books. The editorial and the plate cost on new books amounts to a very large sum annually. To eliminate, postpone, or drastically reduce the production of new books would have saved a substantial amount of money."

The brochure then points out that the Editorial Department had in preparation a new series of books which seemed highly important for several departments of teaching. With this in mind, the company decided that, although books of secondary importance should not be published during the depression, none of the projects of first importance should be abandoned. As a result of this conclusion, "authors and editors have devoted more time to the refinement and perfection of the new books that have been recently published, and so, paradoxical as the statement may at first appear, these new books are really better than they would have been if there had been no interruption of more prosperous days. In their physical characteristics, as well as in authorship and editing, we believe that our new books are better because of the depression. Papermakers and clothmakers have been alert to improve their wares. New papers of dull finish have been developed. Several kinds of excellent waterproof cloths have been put on the market. The services of some of the country's best designers have been of late more readily available than heretofore. The covers of many of our new books are, in consequence, more suggestive of luxury and prosperity than of the difficult times in which they were produced."

A.B.A. Convention Program Announced

ARRANGEMENTS FOR THE PROGRAM for the Annual Convention of the American Booksellers Association, to be held at the Hotel Pennsylvania, New York City, on May 26th and 27th, are nearing completion. Papers on many important topics are being prepared by leading bookmen and the committee promises a good time and a worth-while time to all who attend.

Reservations should be made as soon as possible. Those intending to come should notify both the A.B.A. and the Hotel Pennsylvania. Room rates are from \$3.50 up for single rooms and \$5 up for double rooms.

The preliminary convention program, which may be changed in the light of future developments regarding the NRA, is as follows:

Sunday, May 26th	2:30 P.M.	Registration. Place: Pennsylvania Roof
	4:00 P.M.	Cocktail Party—Games and Diversions.
	5:00 P.M.	Lloyd Douglas (author of "Green Light," etc.) will discuss his philosophy.
	6:30 P.M.	Informal Dinner. Booksellers will adjourn to the Café Rouge.
	7:30 P.M.	Harry A. Franck and George F. Hummel: Mr. Franck, the "Prince of Vagabonds," and Mr. Hummel, author of "Heritage," will present an interesting discussion.
	9:00 P.M.	Buffet Supper. Discussion will be continued, and booksellers will be given the opportunity to meet the speakers.
Monday, May 27th	10:00 A.M.	Business Sessions. Place: Pennsylvania Roof The Booksellers Code—Prospects and Possibilities. The very latest information will be available about NRA and the specific continuation of the Booksellers Code. Control of Resale Prices Through State Legislation. The Feld-Crawford Bill, and the legislation in other states for the control of resale prices will be explained. Selling Through Special Campaigns. Successful plans used by several booksellers will be outlined in detail. Recent Joint Board Activities. The important new projects sponsored by the Joint Board will be explained. Sale of Fine Books by Tested Methods. The opportunity for the sale of better editions both to regular and special customers will be detailed. Other papers on interesting and profitable subjects are now being prepared.
	12:30-2:00	Lunch. Place: Salle Moderne
	2:00 P.M.	The Customer's Viewpoint. Representative customers with definite ideas will tell the booksellers what is right or wrong with their present methods.
		Home Library Movement. The possibilities for the increase of interest in book reading will be outlined.
	4:00 P.M.	Annual Meeting—Election of Officers.
	7:30 P.M.	Annual Banquet. Dinner—Dancing—Entertainment.

News of the Week

Governor to Hold Hearing on Feld-Crawford Bill

GOVERNOR LEHMAN has called an open hearing on the Feld-Crawford Bill, which is awaiting his signature following its passage by the New York State Legislature. The hearing will take place on Monday, May 6th. A delegation of booksellers representing the American Booksellers' Association and including Cedric R. Crowell, chairman of the National Booksellers Code Authority, Frank L. Magel, Arthur Brentano, Jr., and others have petitioned the Governor for an audience at the hearing on the bill which is designed to permit price maintenance on trademarked articles in New York State. Robert Coles, executive secretary of the A.B.A., urges all booksellers who have not already done so, to write the Governor requesting him to act favorably on the bill. W. W. Norton, president of the National Association of Book Publishers, has written Governor Lehman that they are in sympathy with the bill. Full text of the letter sent to the Governor last week, signed by Cedric R. Crowell as chairman of the National Booksellers Code Authority is given below:

April 25, 1935

Honorable Herbert H. Lehman
Executive Mansion
Albany, New York
Honorable Sir:

The National Booksellers Code Authority wishes to place itself on record as heartily endorsing the enactment of the Feld-Crawford Bill as a measure of vital importance to the booksellers of New York State.

The Feld-Crawford Bill is primarily aimed to protect the small dealer against the unfair use of loss leaders by the chain and department stores. This situation was recognized in the case of books, and after public hearings, the Code of Fair Competition for the Booksellers Trade (copy enclosed) was approved on April 13, 1934. The Code was approved by all NRA Boards, including the Consumers Advisory Board. A copy of the brief setting forth the arguments for the necessity of this Code is enclosed. The Code is specifically designed to stop the loss leader practice.

This Code has been a marked success, and has afforded booksellers some measure of relief from the vicious practices of predatory price-cutters who use books as loss-leaders. Previous to the adoption of the Booksellers Code, the most flagrant price-cutting was practiced by certain large department stores in New York City. The situation had reached the point where many small independent booksellers in the Metropolitan area had been forced out of business and many others were threatened with extinction because of their inability to cope with the grossly unfair competition. The effects of the situation were so far-reaching as to be felt throughout the entire country.

The only real opposition to the Feld-Crawford Bill comes from those department stores who are interested in remaining in a position where they can cut prices on loss leader articles. These were the same interests which, in opposing the Booksellers Code (which maintains retail prices) stated that that Code would result in a radical decrease in book sales. This has not proved to be the case, and not only have the sales of the booksellers in the New York area increased (as was expected), but the record of the sales of all publishers to all outlets throughout the country shows an increase of 20% for the sales of 1934 over the sales of 1933. We enclose a statement submitted to the National Industrial Recovery Board regarding this. Although the price provisions of Section 3 of the Booksellers Code have tended to relieve the situation to a considerable extent, the enactment of the Feld-Crawford Bill, in controlling the competitive situation in New York, would give the booksellers of the country assurance of fair competition.

On January 25, 1935, the *New York Times* reported that President Roosevelt expressed the view that he considered the sale of books and cigarettes as "loss leaders" unfair competition, to the disadvantage of many thousands of small retailers who are unable to compete with the large chain and department stores who cut prices in order to attract customers.

We respectfully urge that you sign the Feld-Crawford Bill, which will be of such tremendous aid to the small retailer.

"Harriet" Wins Femina Prize

THE FEMINA VIE HEUREUSE PRIZE for 1934 has been awarded to Elizabeth Jenkins for her novel "Harriet" which was published in this country by Doubleday, Doran. The selection was made by the French prize committee to which a British committee had recommended three novels, the other two being "A Handful of Dust" by Alec Waugh, and "Frost in May" by Antonia White. The Heinemann Prize, a reciprocal award made by the British publishing house to a French novelist, was awarded to Henri de Montherlant for his "Les Celibataires."

Jewish Novel Prize Announced

A PRIZE AWARD of \$2,500 for the best novel of Jewish interest has been announced by the Jewish Publication Society of America. The award will be known as the Edwin Wolf Award. Manuscripts must be submitted by April 15, 1936, and the winning manuscript will become the property of the Publication Society. There are no restrictions save that the novel must be written in English, and be of Jewish interest. All manuscripts must be submitted with a *nom de plume*, the true name of the author to be attached in a sealed envelope. The address of the Jewish Publication Society is Broad and Spring Garden Streets, Philadelphia, Pa.

The contest was announced at the 47th Annual Meeting of the Society, held on March 31, at Dropsie College, Philadelphia, at which Dr. A. S. W. Rosenbach was one of the principal speakers.

Nation Sold to Non-Profit Group

CONTROL OF *The Nation* was sold on April 30th by Oswald Garrison Villard to The Nation Fund, Inc., a foundation established by Maurice Wertheim, who has been a member of the board of directors of *The Nation* for the past 11 years. The Nation Fund, Inc., will be a non-profit-making corporation, established to insure the future of *The Nation* as a permanent institution. Its board of directors will be composed of well-known men and women, including, among others, Mr. Villard, Heywood Broun, Alvin Johnson, director of the New School for Social Research, and Freda Kirchwey and Joseph Wood Krutch of *The Nation* editorial board. The present board of editors, which includes, in

addition to Miss Kirchwey and Mr. Krutch, Raymond Gram Swing and Charles Angoff, will remain in full charge and Mr. Villard will continue as contributing editor. *The Nation* will celebrate its 70th birthday on July 6th.

Big Campaign for "Musa Dagh"

THE VIKING PRESS and Metro-Goldwyn-Mayer are about to inaugurate a new publicity campaign for "The Forty Days of Musa Dagh" which, the publishers believe, is the most ambitious program ever developed for the promotion of one book. Within the next few days, M-G-M, producers of Werfel's great novel, will announce through all its publicity channels a \$2,500 prize contest in which the entrants will be asked to choose the most dramatic scene in the book and to explain in 150 words the reason for their choice. In all, 89 prizes will be awarded. The contest will be featured in twelve issues of the M-G-M *Herald* and in twenty issues of *Loew's Weekly*; it will be given a double page spread in *Modern Screen*'s June 1st issue, and single page promotion in every issue from then until November; it will be released through all newspaper movie columns throughout the country and will be announced forty times each over four radio stations in the East. The *Herald* and *Loew's Weekly* have a combined weekly circulation of a million and a half and the radio stations have a public of 15,000,000 listeners.

Movie trailers are now being prepared and will be shown on the screens of 4,000 theaters from May on into the summer. They will display the book and announce the contest, and they will be seen by 20,000,000 people. Posters will be displayed in the lobbies of 3,000 theaters. *Modern Screen* is sponsoring the contest and will also distribute posters in the 2,200 stores through which their magazine is sold. Circulars and posters are being printed and will be sent to all bookstores in the country on request. They announce the contest and carry detailed instructions for the entrants.

At the same time that M-G-M starts its publicity, The Viking Press will begin a new advertising program in the national media. Six thousand dollars have been appropriated to be used immediately for this purpose and full page and double-page spread advertisements will supplement the work being done by the producers. Further appropriations in

the late summer and early fall will carry this promotion right up to the release of the picture. Booksellers may obtain posters and circulars direct from The Viking Press.

Sumner Seizes "November"

GUSTAVE FLAUBERT's "November" is the most recent book to arouse the displeasure of John S. Sumner, secretary of the New York Society for the Suppression of Vice. Mr. Sumner, with a patrolman, raided the bookshop of Herman Miller at 17 East 45th Street last week and seized 72 copies of the book. Mr. Miller was taken to Yorkville Court where Mr. Sumner charged that the book was obscene and offered a copy with marked passages to Magistrate Jonah Goldstein. Morris L. Ernst, counsel for Mr. Miller, objected to the marked copy, and an unmarked book was presented to the magistrate to read. He will give his decision on May 8th.

Bible Code Group Files Budget

THE CODE AUTHORITY of the Bible Publishing Division of the Book Publishing Industry has filed an application with the National Industrial Recovery Board for the approval of a budget of \$800 for expenses of administering the Code between October 1, 1934, and September 30, 1935. The basis of assessment of members of the division is calculated on the net sales of Bibles and accessories during the 12-month period ending December 31, 1933, and the proposed annual rate of assessment is 1/15 of 1 per cent of these annual net sales.

Prizes for Best Rejections

A SCHOLARSHIP in short story writing at Washington Square College of New York University will be awarded as a prize to the writer who can submit the most encouraging rejection slips in a contest sponsored by the Leisure League of America as a part of the Hobby Round-Up which is being held at the Port Authority Building, New York, May 1st to 11th. All rejections whether of novels, poetry, essays or short stories will be considered, but only those contestants who possess a short story manuscript will be eligible for the prize. Judges are Fannie Hurst, Christopher Morley, Inez Haynes Irwin, Sigmund Spaeth and Professor Harlan Logan of N. Y. U.

Howe Joins *Herald Tribune*

WALLIS E. HOWE, JR. (better known as Pete) who has been in charge of book advertising for the *Atlantic Monthly*, is going to the New York *Herald Tribune*, book advertising department. J. Harry Apeler, who has for some time been assistant national advertising manager of the *Tribune*, will continue in that capacity, but will in future give less attention to books and more to other national business. Howard W. Cook of the *Tribune* will continue in the book advertising department.

Fadiman Resigns from S. & S.

CLIFTON FADIMAN has resigned from Simon & Schuster. His place as editor will be filled by Quincy Howe, now editor of the *Living Age*. Mr. Howe attended St. George's and graduated from Harvard in 1921 with honors in English literature. The next year he spent traveling in Europe and studying at Christ College, Cambridge. For the last six years he has been editor of the *Living Age*. His first book, "World Diary: 1929-1934," was published last year by McBride. Mr. Howe is the youngest son of M. A. De Wolfe Howe, former Pulitzer Prize winner in biography.

Window Display Manual Out

IMPLICATIONS THAT American book display is superior to that of foreign countries may be found in "Selling Through the Window," a manual of window display technique just issued by The Studio Publications, Inc., at \$7.50. There are photographs of 12 American window displays of books as compared with six from all other countries combined. Most of these photographs have appeared in the past in the *Publishers' Weekly*. Besides the photographs, the book contains a chapter on Displaying Books by John Dalas, whose unique displays for the Scribner Book Store have attracted wide attention. Window displays of all kinds are treated in the book, which contains 200 photographic illustrations.

Radio Council Meets

THE FIFTH ANNUAL ASSEMBLY of the National Advisory Council on Radio in Education and the Sixth Annual Institute for Education by Radio will meet in Columbus, Ohio, on May 6th, 7th and 8th.

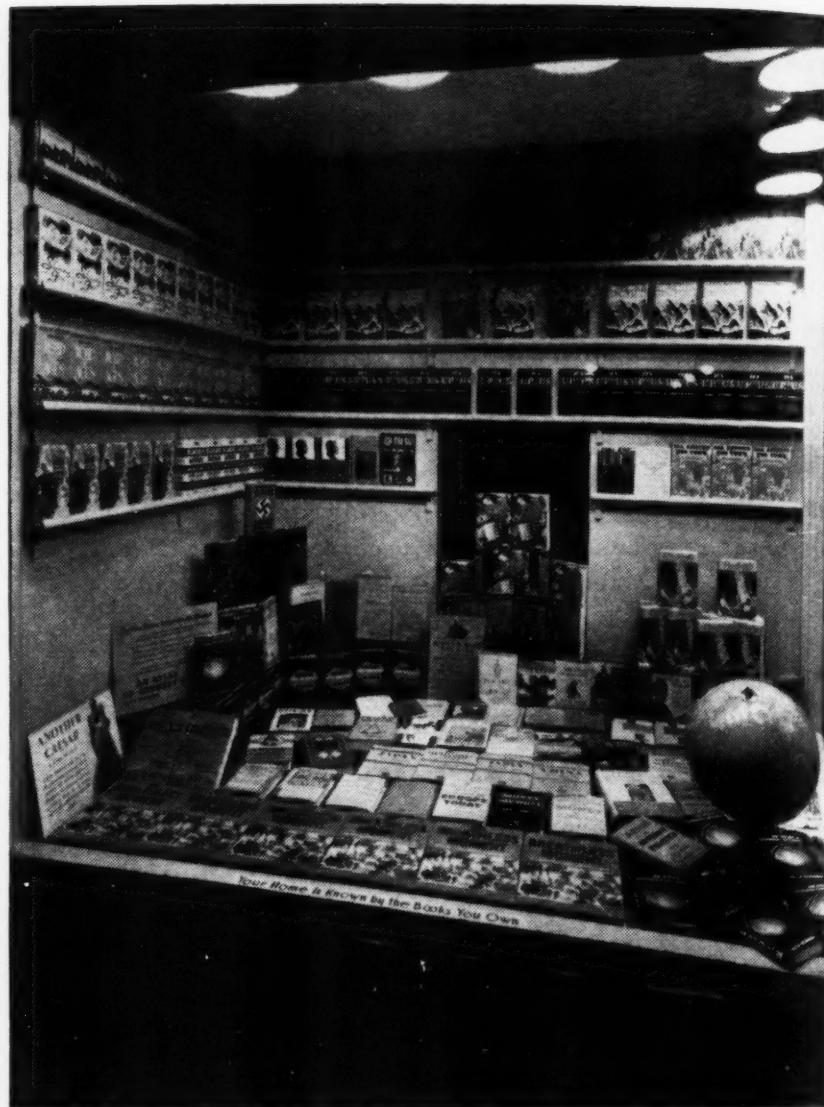
Bookshop Notes

ON FRIDAY, MAY 3RD, the Hampshire Bookshop in Northampton, Mass., held a formal opening for its new Oxford Corner, with William Allan Neilson, president of Smith College, as guest speaker. The Oxford Corner is a portion of the shop set aside for the display of books of the Oxford University Press, where customers may secure information about all Oxford books. The Hampshire Bookshop has been made representative in Western New England for all publications of the English house and the American Branch of the Oxford University Press.

* * *

One of the most concise and simple explanations of the various processes involved in the making of a book is contained in an illustrated pamphlet distributed by the Scribner Book Store in connection with a book-making exhibit now being held in the store. The pamphlet, "The Making of a Book," is written entirely for the layman and is both entertaining and instructive.

The center of the Scribner exhibit is a linotype machine set up in the center of the main floor of the store. The operator divides his time between setting copy for Ernest Hemingway's forthcoming book, "Green Hills of Africa," and making slugs bearing the names of visitors to the exhibit as souvenirs. Incidentally, the visitor, to obtain the slug, fills out a card with his name and address and special interests so that the Scribner mailing list is being greatly amplified. In glass cases near the linotype machine are shown in progressive order the forty or more separate operations involved in making John Galsworthy's "End of the Chapter," from galley proofs to the finished



A recent Borzoi display in the Beacon Book Shop, New York City. Agents for Alfred A. Knopf make special Borzoi displays four times a year

book, supplemented by photographs of the various departments of the Scribner Press.

* * *

H. A. Moos, who has been in the book business for 50 years, 44 of these in San Antonio, Texas, has moved to larger quarters at 331 West Commerce Street, where he was located for 13 years before moving 13 years ago to 1019 Broadway. He rented the present building on the 13th of March, so it was altogether fitting that he should hold his formal opening on the 13th of April. This year, besides celebrating his 50th year in the book business, Mr. Moos is also celebrating his golden wedding anniversary. Mr. Moos has one of the largest stocks of old and rare books in the Southwest and in addition carries a complete stock of new books.

We note with amusement the final item in a catalog of old and rare books from Tracy's Book Store in New London, Connecticut, which reads:

"Having formerly listed certain titles in these catalogs under the headings of *Erotica*, *Esoterica*, *Facetotica* and *Sexualrotica*, Tracy's Book Store now casts aside the veil and comes boldly into the open with a department of

DIRTY BOOKS

"701. *The Field Books of Manures: or The American Muck Book.* By D. J. Browne. N. Y., 1858. Well foxed, \$98."



Sarah Ball, who travels through New England for the *Modern Library*, writes to bring us up to date on her work. In the March 30th issue we spoke about the establishment of outlets for *Modern Library* books in inns, gift shops and tea shops. That, Miss Ball says, was an experiment which has been pretty thoroughly abandoned. Only a few of those stations are still in operation. She now gives her attention to dealers in small towns and villages all through New England with the exception of Maine. In many villages, Miss Ball says, where the reading matter outside the Public Library is limited to newspapers and a very poor assortment of periodicals, these unit libraries have filled a vacuum.

News from Publishers

SIMON & SCHUSTER are acting as sponsors for a mammoth spelling bee which will be one of the features of the Hobby Roundup opening May 1st at Commerce Hall in the New York Port Authority Building. F. Gregory Hartwick, Essandess Cross-Word puzzle editor, will defend his unofficial title of world's best speller against all comers, and Sigmund Spaeth will be master of ceremonies.



Stanley K. Oldden has been elected a member and director of the Equinox Co-operative Press, to succeed Lewis F. White who has resigned.



On Easter Sunday J. Bertram Lippincott, chairman of the board of directors of the J. B. Lippincott Company, who has been for 60 years in the business which his father founded, celebrated his golden wedding anniversary. More than 250 guests were

invited to celebrate the occasion at a supper and reception given by Mr. and Mrs. Lippincott in their Philadelphia home.



Christopher Morley has been appointed Honorary Night Watchman of the Columbia University Press, in recognition of the compliment he paid to university presses in general in his recently published "Hasta La Vista." Mr. Morley said in this book, referring to "The Hispaniola Treasure" published by the University of Pennsylvania Press: "It excellently sharpens the point I often wish to insert; the fact that scholarship is exciting and that the sober University Presses frequently publish the most thrilling books." Announcement of Mr. Morley's appointment was made to the world through *The Pleasures of Publishing* which says "The duties of an Honorary Night Watchman of Columbia University Press are few; the privileges, many. He can wander our stockroom at will. He can commune with the spirits of those many books which have long since departed this world."



James Truslow Adams, author of that best-seller of histories, "The Epic of America," has completed a high school text in cooperation with Charles Garrett Vanest, which is to be known as "The Record of America" (Scribner), and deliveries are beginning this week.



Henry Hoyns, chairman of the board of Harper & Brothers, has just returned from London, where he completed arrangements with Samuel Bagster & Sons, Ltd., for the publication of the Bagster Bibles in America, formerly published by James Pott & Co. Harper will also distribute the well-known *Daily Light on the Daily Path* series.

New Shops

Abilene, Tex.—The Mary Brown Mixon Library and Book Shop has been opened at North First and Mulberry Street. The shop will sell general trade books and operate a rental library and will be managed by Mrs. Mixon, the proprietor.

Paterson, N. J.—The Reliable Book Service, a shop carrying a stock of general trade books and operating a small mail order service, was opened, recently, at 34 Erie Street by C. S. Kusbik.

PANAIT ISTRATI

PANAIT ISTRATI, Rumanian novelist, died on April 16th, at the age of 51. He was called by Romain Rolland the "Gorki of the Balkans," and it was Rolland who first encouraged him to write novels and offered him financial assistance. His works which have been translated into English include "Kyra Kyralina," "Uncle Anghel," "Bandits," "Balkan Tavern," "Thistles of the Baragan" and "Bitter Orange Tree."

Closed Shops

Cincinnati, O.—The Book Shop at 409½ Race Street has been closed. Mayme Ford, the proprietor and manager, opened the shop on October 1, 1934.

Changes in Address

New York City—The Church Periodical Club has moved to 281 Fourth Ave.

New York City—On April 30th the New Deal Book Store moved from 5 East 14th St. to 244 Fifth Ave.

Obituaries

DANIEL DUNN

DANIEL DUNN, dealer in old and rare books, of Brooklyn, New York, died on April 20th. Mr. Dunn was the oldest bookseller in Brooklyn, and was in the book business nearly all his life. He was first employed by the old firm of Liggat Bros. but later established himself in business at Fulton Street where he remained up to the time of his death. His sister, who has been associated with him for a number of years, will continue the business.

OLIVER JAMES BARR

OLIVER JAMES BARR, president of the Norwood Press in Norwood, Mass., died on March 31st. Mr. Barr was born in Cambridge and lived there until his thirtieth year. With his close friend, the late Hon. J. Stearns Cushing, he established the J. S. Cushing Co. in Boston in 1878. In 1894 the firm moved to Norwood and it is now a part of the Norwood Press, though it still maintains its original name. For many years Mr. Barr served as general manager of the Norwood Press and for the past twenty years as president. Under his able leadership the company built up a fine reputation for high quality work in printing, especially in the field of school and college text-books. Mr. Barr was actively connected with the Boston Typothetae. A son, O. J. Barr, Jr., and a brother, Robert, are also connected with the firm.

Changes in Price

D. APPLETON-CENTURY CO.

The price of "Tales of True Knights" by George Philip Krapp has been increased from \$1.75 to \$2.

"The Adventures of François" by S. Weir Mitchell, from \$2.00 to \$2.50.

"Psychology of Leadership" by Henry Edward Tralle, from \$1.75 to \$2.00.

"History of Spain" by Bertrand and Petrie, from \$4.00 to \$5.00.

"The Sewing Book" by Blanche E. Hyde, from \$2.50 to \$1.60.

D. Appleton-Century Co. have restored the following books to their list:

"Sir Henry Morgan, Buccaneer" by Merritt Paramelee Allen, \$2.00; "The Chicken-Wagon Family" by Barry Benefield, \$2.00.

WILLIAM L. STALEY

The price of "Life Processes" by William L. Staley has been increased from \$2.50 to \$4.

WETZEL PUBLISHING CO., INC.

Los Angeles, Calif.

The price of "Art Adventures with Discarded Materials" by Evadna Kraus Perry will be increased from \$2 to \$2.50, effective May 1st.

Auction Calendar

TUESDAY EVENING, MAY 7, AND WEDNESDAY EVENING, MAY 8, AT 8 P. M. Association items: presentation copies, signed books, and books with autographs inserted, of American and English authors. The Union Galleries, Inc., 224 East 57th St., New York City.

WEDNESDAY AND THURSDAY AFTERNOON, MAY 8 AND 9, AT 2:15. Historical and literary autograph letters, documents and manuscripts. (Items 363.) American Art Association Anderson Galleries, Inc., 30 East 57 St., New York City.

SATURDAY AFTERNOON, MAY 11, AT 2 O'CLOCK. Americana, Chicagoana, first editions, illustrated books. (Items 447.) Chicago Book and Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

TUESDAY, WEDNESDAY AND THURSDAY, MAY 21-23. Elegante volume in carta pura cellulosa di gran lusso formato, illustrazioni in rotocalco, una tricromia riproduzione di un disegno inedito di Leonardo da Vinci, autografo di S. Em. il Cardinale A. I. Schuster, arcivescovo di Milano, etc. Ulrico Hoepli, Sezione Antiquaria, Milano.

April Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	April, 1935			April 1934	4 mos. 1935	4 mos. 1934
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics	16	3	19	21	88	65
Religion, Theology	46	4	50	49	233	176
Sociology, Economics	43	7	50	52	223	198
Law	1	0	1	2	19	20
Education	27	1	28	14	58	63
Philology	24	1	25	17	67	64
Science	20	7	27	41	115	107
Technical Books	17	9	26	16	71	55
Medicine, Hygiene	12	7	19	24	77	71
Agriculture, Gardening	8	5	13	4	45	23
Domestic Economy	3	0	3	3	13	31
Business	12	2	14	6	57	39
Fine Arts	15	1	16	8	69	52
Music	10	1	11	2	35	14
Games, Sports	14	2	16	11	53	56
Literature, General	27	3	30	24	123	108
Poetry, Drama	34	22	56	39	226	183
Fiction	126	35	161	135	726	640
Juvenile	20	10	30	17	120	91
History	31	7	38	39	155	163
Geography, Travel	20	6	26	19	87	81
Biography	37	16	53	41	181	178
Miscellaneous	4	0	4	1	18	13
Totals	568	150	718	585	2868	2491

For April, 1934, the totals were:

New Books	491	New Editions	94	Totals	585
Increase of	77	Increase of	56	Increase of	133

Totals of four months, 1935, show an increase of 377 over totals of four months, 1934.

Market News

One Month from Now—A Forecast

NINE PLAYS, by Bernard Shaw. *Dodd, Mead*, \$3.50.

BEAUTY'S DAUGHTER, by Kathleen Norris. *Doubleday, Doran*, \$2.

KNEEL TO THE RISING SUN, by Erskine Caldwell. *Viking Press*, \$2.50.

OUT OF THAT DREAM, by Katherine Newborg. *Doubleday, Doran*, \$2.50.

RUGGLES, BUNKER AND MERTON, by Harry Leon Wilson. *Doubleday, Doran*, \$2.

GOOD-BYE, MR. CHIPS, by James Hilton. Illustrated ed. and Autographed Birthday ed. *Little, Brown*, \$2; \$5.

LAND OF WOMEN, by Katharine Dombrowski. *Little, Brown*, \$2.50.

A LONDON STORY, by George Buchanan. *Dutton*, \$2.50.

June 5. An omnibus volume, containing nine of Shaw's best known plays, with their prefaces.

June 7. Ads. in *Times* and *Tribune* book sections and local ads. in the larger cities. Poster.

June 7. Seventeen short stories by the author of "God's Little Acre" and "Tobacco Road."

June 7. "First novel discovery" campaign in *Saturday Review*. Daily and Sunday ads. Poster.

June 7. An omnibus of Wilson's best novels. Cash in on the popularity of the movie, "Ruggles of Red Gap."

June 8. The original edition of Mr. Chips sold 118,928 copies up to April 1st. The Autographed Birthday edition is limited to 500 copies. 11 x 14 window card.

June 8. An historical, dramatic novel of Paraguay. Window cards available.

June 11. A story of modern business, very successful in England. An English Book Society selection.

Out This Week

THE AMERICAN TALLEYRAND, by Holmes Alexander. *Harper*, \$3.50.

CONDEMNED TO LIVE, by Johann Rabener. *Doubleday, Doran*, \$3.

THE HOUSE ON THE ROOF, by Mignon G. Eberhart. *Doubleday, Doran*, \$2.

HUNGRY MEN, by Edward Anderson. *Doubleday, Doran*, \$2. NOT FOR HEAVEN, by Dorothy McCleary. *Doubleday, Doran*, \$2.

THE KINGS OF BEACON HILL, by Christine Whiting Parmenter. *Crowell*, \$2.

LOVE AND THE LIEUTENANT, by Robert W. Chambers. *Appleton-Century*, \$2.50.

LOVE IN WINTER, by Storm Jameson. *Knopf*, \$2.50.

THE MAP OF DAYS, by Ethel Boileau. *Dutton*, \$2.50.

NAPOLEON'S LETTERS TO MARIE LOUISE. *Farrar & Rinehart*, \$3.

THE PEOPLE'S KING, by John Buchan. *Houghton Mifflin*, \$2.75.

ROAD TO WAR, by Walter Millis. *Houghton Mifflin*, \$3.

THUNDER MOUNTAIN, by Zane Grey. *Harper*, \$2.

A biography of Martin Van Buren, creator of the political patronage system and the method of nominating presidential candidates in national conventions.

A powerful novel of disintegration in post-war Germany. Special campaign in *Saturday Review* and small, continuous ads. in dailies.

Advertising in N. Y. and Chicago papers. Two-color streamer available.

Ads. in N. Y. weeklies and 3 pages in *Story*. News posters available on these prize-winning first novels.

A story of an aristocratic Boston family from 1900 to 1934. First printing, 5000.

A novel of the American Revolution which will be advertised nationally. Serialized in *Woman's Home Companion*.

A love story against the confused social, economic and financial scene in modern England.

By the author of "A Gay Family" and "When Yellow Leaves." Striking jacket for quantity display of the book.

The newly discovered Napoleon letters. F & R have mammoth books for display, in the royal blue and gilt of the jacket.

The recently appointed Governor General of Canada, a very popular novelist and historian, has written the biography of King George V. H. M. sends out the page story from *Time* about Buchan with a circular.

Should be a best seller. An important book, a candidate now for the 1935 Pulitzer History Prize—the story of the years when America was drifting and being pushed into the war. Circular.

A color-poster is available for this new Zane Grey six-shooter. Laminated cellophane jacket.

Market News

Some Best Sellers of the Week

GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, \$2.50.

TIME OUT OF MIND, by Rachel Field. *Macmillan*, \$2.50.

OF TIME AND THE RIVER, by Thomas Wolfe. *Scribner*, \$3.

COME AND GET IT, by Edna Ferber. *Doubleday, Doran*, \$2.50.

CLAUDIUS THE GOD, by Robert Graves. *Smith & Haas*, \$3.

LOST HORIZON, by James Hilton. *Morrow*, \$2.50.



FRANCIS THE FIRST, by Francis Hackett. *Double-day, Doran*, \$3.

PERSONAL HISTORY, by Vincent Sheean. *Double-day, Doran*, \$3.

THE AUTOBIOGRAPHY OF JOHN HAYS HAMMOND. *Farrar & Rinehart*, \$5.

WHILE ROME BURNS, by Alexander Woolcott. *Viking Press*, \$2.75.

RATS, LICE AND HISTORY, by Hans Zinsser. *Little, Brown*, \$2.75.

Leader on both the American News and Baker & Taylor latest best seller lists. N. Y., Boston, Atlanta and St. Louis stores report it first in sales in the *Times*.

Chicago and San Francisco stores list it as their leader; second in Philadelphia and Washington; second on the American News list.

The best seller at five Washington stores; second in N. Y.; third in Atlanta, St. Louis and San Francisco.

Selling well everywhere.

Second in sales on Baker & Taylor's latest list. Reported a best seller in the *Times* by stores in N. Y., Philadelphia, Washington, Atlanta, and Chicago. N. Y., Boston, Washington, Chicago, St. Louis and San Francisco list it in the *Times*.



Chicago and Atlanta stores list it as their non-fiction leader in the *Times*; second in N. Y. and Boston. First in sales in Washington and St. Louis; second in Chicago and San Francisco.

Leads the lists of Boston, Philadelphia and San Francisco stores for the second week.

A best seller at both the American News and Baker & Taylor. Listed in the *Times* by N. Y., Boston, Washington, Atlanta, Chicago and St. Louis.

Second in Chicago sales according to the *Daily News*. Sixth on Baker & Taylor's list.

Candidates for the Best Seller List

NOW WE SET OUT, by Susan Ertz. *Appleton-Century*, \$2.50.

Eleven stores of those who have so far sent us their best seller lists for April have reported it; and The Little House, Savannah, tells us it was its fiction leader for the month. Third on both Baker & Taylor and the American News lists.

THE GRASS GROWS GREEN, by Hortense Lion. *Houghton Mifflin*, \$2.50.

Eleven stores also report this to us as one of their best sellers and the Wide Awake Book Shop in Wilkes-Barre tells us it was its April best seller.

PYLON, by William Faulkner. *Smith & Haas*, \$2.50.

Fourth on the Baker & Taylor monthly best seller list. Fifteen stores have listed it on the April best seller reports sent to us.

BEAUTY FOR ASHES, by Grace Livingston Hill. *Lippincott*, \$2.

A best seller at the wholesale houses.



CULBERTSON'S NEW SUMMARY OF CONTRACT BRIDGE, by Ely Culbertson. *Winston*, \$1.

The American News Co.'s leader in non-fiction sales. N. Y.'s best seller reports the *Times*.

HINDENBURG, by Emil Ludwig. *Winston*, \$3.50.

Second in non-fiction sales in both Philadelphia and Atlanta stores.

QUEEN VICTORIA, by E. F. Benson. *Longmans, Green*, \$3.50.

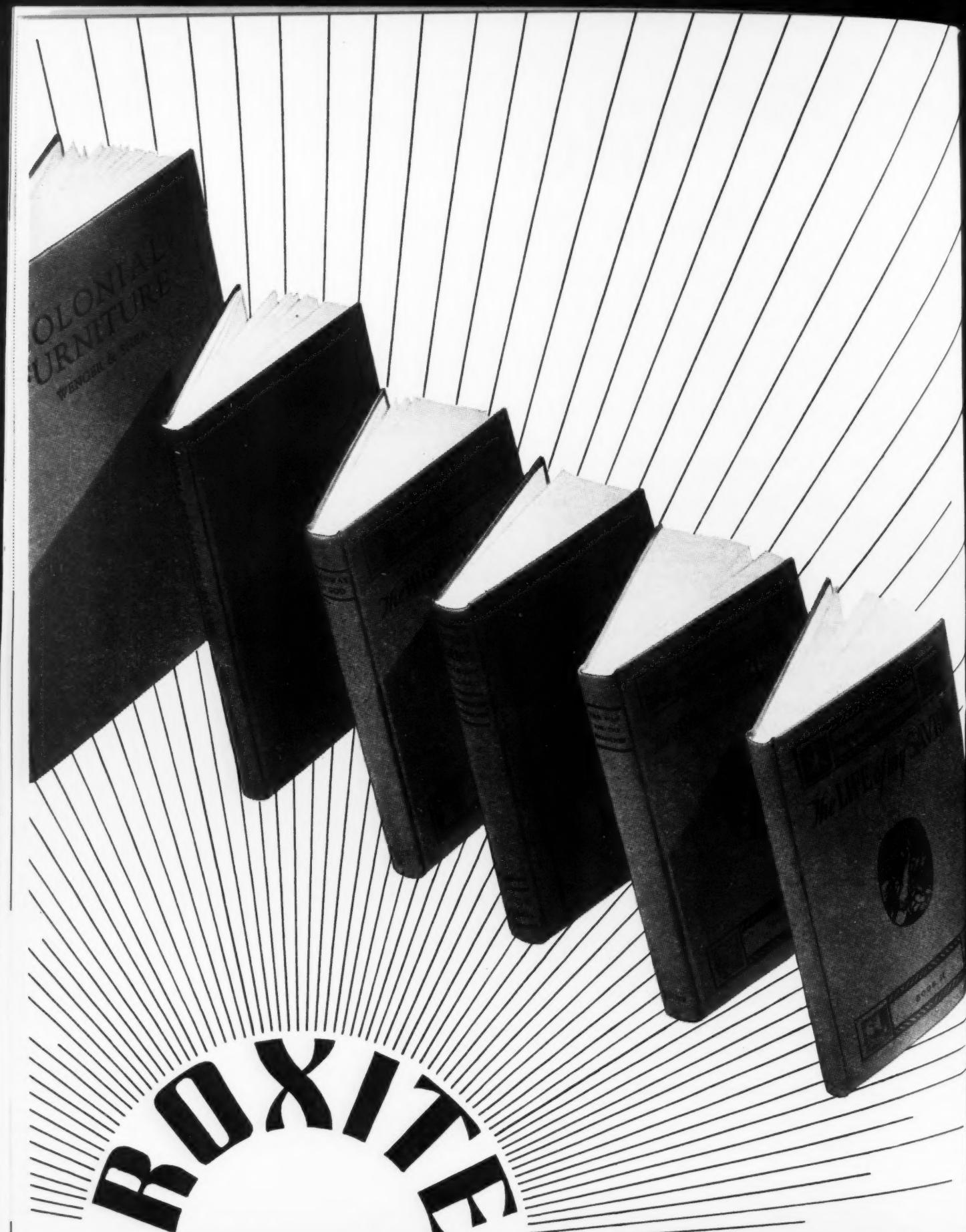
Outsold all other non-fiction except the Hammond autobiography at Brentano's N. Y. store last week.

I CHANGE WORLDS, by Anna Louise Strong. *Holt*, \$3.

Another Brentano best seller. Third at six San Francisco stores reports the *Times*.

THE ART OF HAPPINESS, by John Cowper Powys. *Simon & Schuster*, \$2.

Listed in the *Times* by Philadelphia and Atlanta stores.



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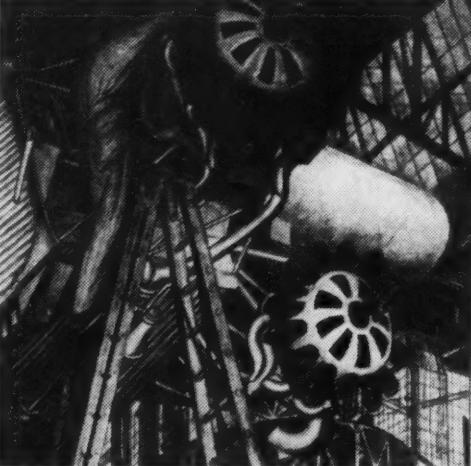
BOOKMAKING

IN THE FIRST ISSUE OF EVERY MONTH

News and Views for Those Interested in the Production of Better Books

**PORTRAIT
OF
AMERICA**

BY DIEGO RIVERA
WITH AN EXPLANATORY TEXT BY
BERTRAM D. WOLFE. NEW YORK:
COVICI-FRIEDE, PUBLISHERS




Emphatic double-spread title-page in a modern manner for "Portrait of America" (Covici-Friede)

Technics and Book Making

A Review of the Exhibition of American Trade Book Design

EVELYN HARTER

THE WALLS OF THE HALL in the New School for Social Research where the exhibition of American Trade Book Design is to open on May 7th might appropriately be emblazoned with texts from one of the books in the show, Lewis Mumford's "Technics and Civilization." In this exhibition the Book Clinic of the American Institute of Graphic Arts has, by definition and selection, acknowledged the importance of the machine-made book, and asked it to give an accounting of itself. It has been done with full recognition of a dif-

ferent set of artistic and social values inherent in the machine-made book from those attached to the hand-made book. It is a groping effort to sort these values out. Just as in Florence before 1500 the young art of printing lagged in comparison with its progress in Venice and other Italian cities because the masters of the great houses in Florence jealously protected illuminators and scribes, so today there are still people who fear every advance of the machine. To quote Mr. Mumford:

"The machine itself makes no demands and holds out no promises; it is the human spirit that makes demands and keeps promises. In order to reconquer the machine and subdue it to human purposes, one must first understand it and assimilate it. So far, we have embraced the machine without fully understanding it, or, like the weaker romantics, we have rejected the machine without first seeing how much of it we could intelligently assimilate."

THE PUBLISHERS' WEEKLY

none the less sufficiently astonishing to require us to open our eyes.

It is to be hoped that the present exhibition will serve as a starting gun for new invention and experimentation. It is probable that the proper type for printing on wood-pulp paper by a high-speed press has not yet been designed. There is the greatest need for type ornaments which will print well on high-speed presses. One would think that an age as technically advanced as ours could provide binding materials which did not buckle and curl. Possibly our entire idea of binding is scheduled for a change, and some new device, so utterly simple that we have not discovered it, is in the offing.

The books in this exhibition, all published during 1934, may be grouped roughly under three headings: books which are bookish in the oldest and best sense of the word, simple and neat arrangements of type without effort to be anything else—honest men speaking. Under this heading come "The Materials of the Artist" (Harcourt, Brace) designed by Robert Josephy, "Studies in Spenser's Complaints" (Oxford University Press) designed by H. V. Clulow, "Pierre Gringore's Pageants" (University of Chicago Press) designed by Mary D. Alexander and H. J. Bauman, and "Letters to a Young Poet" (Norton) designed by Werner Helmer.

The second classification includes books which attempt an additional effort to indicate the flavor of the book by means of the typography and decoration. Among these are "The Foundry" (Viking Press) designed by M. B. Glick, with its copper-colored jacket and stamping, the "Essays of Michael De Montaigne" (Knopf) designed by Elmer Adler, with its large swash ornament in the preliminaries, fleur-de-lis serving to help annotate the text, and monogram-pattern binding. "A Boy's Will" (Holt) designed by Joseph Blumenthal, is given an appropriate start by a woodcut on the title-page. This book, incidentally, is a good example of what a hand-printer can do when he sets himself to manage the machine. Set in Estienne and printed on a power press, the impression is still clean and gratifying. W. A. Dwiggins, who has his own way of giving an air to everything he touches, contributes the decorations to "Stages on the Road" (Knopf) as well as the binding and title for "The Roosevelt Omnibus" (Knopf).

Trumpeter Sound!

By D. L. Murray



ALFRED A. KNOFF

NEW YORK 1934

A line of good hand lettering adds a flair to this competent title-page in two colors

With due regard to the beauties of the hand-set and hand-printed book, surely it beokens a certain obtuseness not to recognize that the perfector printing press is here, and that we must master it before it masters us. We are reminded of a story, said to be from Ambrose Bierce, of the legislator, walking down the street, who met a cake of soap coming in the other direction and didn't even turn around to look. The development of printing machinery, though perhaps not as miraculous as an ambulatory cake of soap, is

A BOY'S WILL
BY ROBERT FROST



HENRY HOLT AND COMPANY
NEW YORK

Exceptionally handy combination of subject matter, typography and art work

The third classification includes books which are definitely experimental and provocative in their treatment. First among these must come 'Portraits and Prayers' (Random House) designed by Ernst Reichl, with its backbone made of cloth straight from the upholsterer's shop, its black half-title, and its text set in the quaintly hideous Antique No. 1—a book as deliberately irrational in format as in its subject matter. In "The Daring Young Man on the Flying Trapeze," the same designer seems to us to have a foot on two horses. The binding is a marvel of neat modernity, with its black panel on the backbone, and its copper band around verso and recto, but the title page has an old-fashioned hall-mirror effect with its oval gold panel and bleed border (which doesn't trim accurately). "Portrait of America" (Covici-Friede) designed by Robert Josephy starts off boldly with a double-spread title-page, and the handling of the illustrations is firm and competent throughout.

In the catalog of the exhibition the books have been divided into two groups—those which were accepted without reservations, and those which were recommended only for special details. There are 25 in the former category and 16 in the latter. This separa-

tion is the result of a realistic recognition of the fact that in the rush and tumble of trade production some features of a book often come out well, while others do not.

Naturally the drawing of the line between the books which are taken with reservations and without is an arbitrary one, for one notices questionable details on the fully accepted list. On "Now in November" (Simon and Schuster) designed by Robert Josephy, the binding labels have been affixed without benefit of any blind stamping, and appear ready to flutter off like those autumn leaves which serve as a decorative *motif*. The same thing is true of the labels on "The Materials of the Artist" (Harcourt, Brace). On the title-page of "Stages on the Road" a really astonishing space appears between the B and Y in the word BY.

Seeing this exhibition one feels that although these designers are facing the problems of the machine, they are still whistling in the dark. They are more likely to know

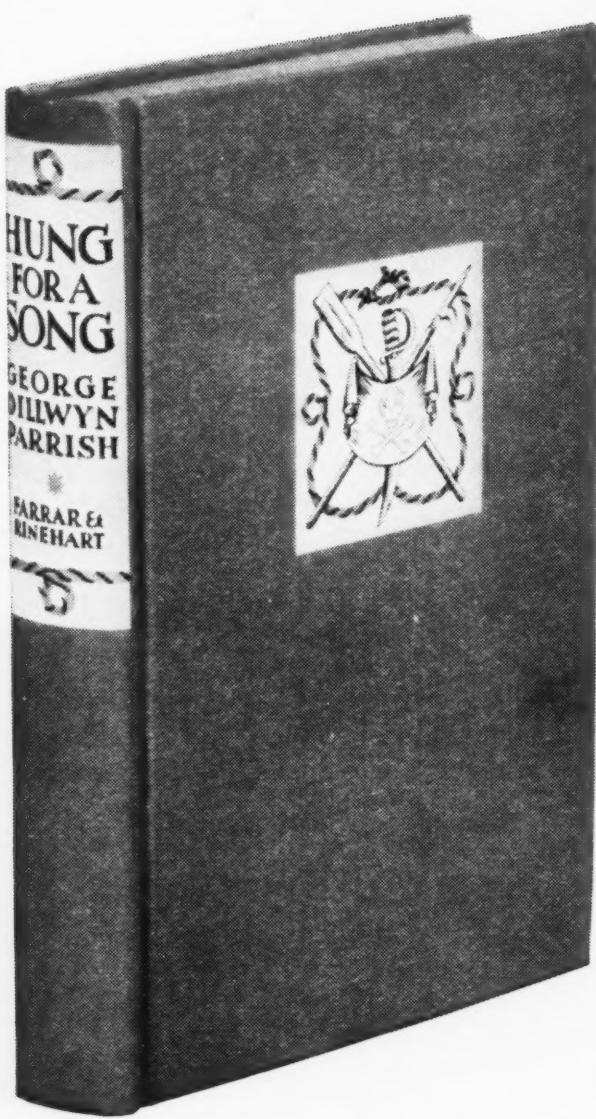


 "INFIDEL DOG!" thundered the knight, flashing a lightning glance at his captive.—And then as a rule the knight proceeds in the same strain with his thunders and lightnings. If the captive is unlucky enough to be a Jew, he will subsequently be taken in hand by the knight's dentist, and dental treatment in the Middle Ages was even more unpleasant than it is now. The captive is just as likely to be a Mohammedan, a Saracen, and then as often as not he enjoys the author's sympathy and is given an opportunity of showing his superiority to the poor rude and superstitious Crusader both in culture and nobility. Indeed, the relations between Christians, Mohammedans and Jews appeared no more complicated than this to many authors of the nineteenth century.

People of the nineteenth century showed in fact a quite extraordinary degree of incapacity when they tried to understand the men and women of the Middle Ages, even when they went about it with the best of wills. I had almost said that in this case they failed most mis-

3

Chapter heading of "Stages on the Road" (Knopf). Note the large Dwiggins ornament in the traditional position of a floriated initial —without the initial



Richard Floethe completed his illustrating job on this book with two sparkling binding labels

how to handle the printing of tomorrow, however, than are those who are averting their eyes from the "Iron Man". In its weaknesses and its strength, the exhibition shows what has yet to be conquered, and what is on the way.

* * *

The 25 books receiving unqualified approval and the 16 recommended for special details were chosen by a jury consisting of Helen Gentry, typographer for Holiday House; Hellmut Lehmann-Haupt, Columbia University Library; Elizabeth Riley, Brentano's, New York, and Philip Van Doren Stern, in charge of manufacturing for Simon & Schuster. The selections were made from 200 volumes submitted by publishers. The committee in charge of the show was composed of Sidney R. Jacobs, chairman, Milton

B. Glick, Grace W. Allen, Margaret G. Cuff and George W. Stewart.

The list of books chosen, with the comments of the jury, is given below:

CANTERBURY TALES

By Geoffrey Chaucer. COVICI-FRIEDE. Designed by Robert Josephy. Illustrated by Rockwell Kent. (\$3.75)

Leaf, 5 7/8 x 9 1/2 inches; binding, cloth stamped in ink. Printed on Warren's eggshell paper by J. J. Little & Ives Company. Illustrations reproduced in line and in offset-lithography by Polygraphic Company of America from plates made by Offset Printing Plate Co. Bound by the printer. Set in 11 point Baskerville on 13 (linotype).

Here the designer had to adapt the illustrations of a folio volume to an octavo. The result is very satisfactory, and the choice of initial letters particularly suitable. The clean, neat type page on smooth, opaque paper harmonizes well with the technique of the illustrator.

PORTRAIT OF AMERICA

By Diego Rivera. COVICI-FRIEDE. Designed by Robert Josephy. (\$3.50)

Leaf, 6 7/8 x 9 inches; binding, cloth stamped in ink. Printed on offset paper by J. J. Little & Ives Company. Illustrations reproduced in photo-offset by Robert Teller Sons from plates made by Offset Printing Plate Co. Bound by the printer. Set in 12 point Baskerville on 16 (linotype).

Good typographic design coupled with intelligent handling of illustrations and double-spread title.

RIP VAN WINKLE

By Washington Irving. HELEN GENTRY. Designed by Helen Gentry. Illustrated by Anne Heyneman. (\$2.00)

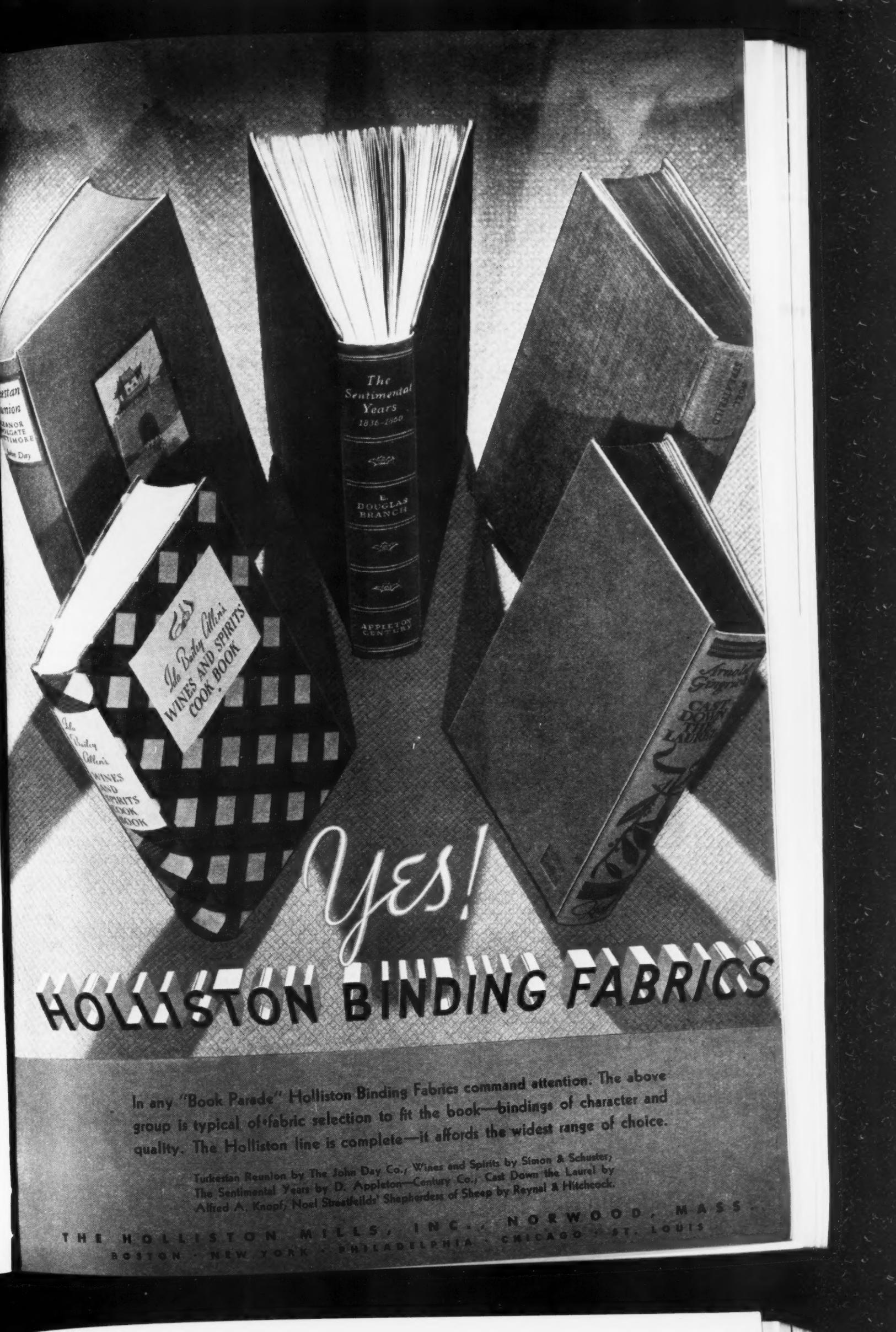
Leaf, 5 7/8 x 8 1/2 inches; binding, cloth with label on back. Printed on Aurelian wove by Helen and Bruce Gentry. Illustrations reproduced in line. Bound by Charles Saunders-White. Set in 14 point Goudy Modern (hand).

A fresh re-creation of this perennial favorite, with unusually good combination of type with illustrations and a gay binding.

THE NIGHTINGALE

By Hans Christian Andersen. HELEN AND BRUCE GENTRY. Designed by Helen Gentry. Decorated by Frank Gregory. (\$2.00)

Leaf, 5 3/8 x 7 1/4 inches; binding, specially decorated boards with labels on side and back. Printed on Rothenberg laid by Helen and Bruce Gentry. Illustrations reproduced in line. Bound by Charles Saunders-White. Set in Centaur and Lutetia (monotype and hand).



YES!

HOLLISTON BINDING FABRICS

In any "Book Parade" Holliston Binding Fabrics command attention. The above group is typical of fabric selection to fit the book—bindings of character and quality. The Holliston line is complete—it affords the widest range of choice.

Turkestan Reunion by The John Day Co., Wines and Spirits by Simon & Schuster, The Sentimental Years by D. Appleton-Century Co., Cast Down the Laurel by Alfred A. Knopf, Noel Streatfield's Shepherdess of Sheep by Reynal & Hitchcock.

THE HOLLISTON MILLS, INC., NORWOOD, MASS.
BOSTON - NEW YORK - PHILADELPHIA - CHICAGO - ST. LOUIS

Noteworthy typographic handling showing the full beauty of the Centaur and Lutetia type faces.

THE MATERIALS OF THE ARTIST

By Max Doerner. HAROURT, BRACE. *Designed by Robert Josephy.* (\$3.75)

Leaf, 5 1/8 x 8 1/2 inches; binding, cloth with label. Printed on No. 2 wove by Quinn and Boden Company. Bound by the printer. Set in 10 point Janson on 12 (linotype).

Recommended for its trimness as a typographic entity.

TECHNICS AND CIVILIZATION

By Lewis Mumford. HAROURT, BRACE. *Designed by Robert Josephy.* (\$4.50)

Leaf, 6 1/8 x 9 1/4 inches; binding, cloth with ink and foil stamping. Printed on No. 2 wove by Quinn and Boden Company. Illustrations reproduced in halftone. Bound by the printer. Set in 12 point Bodoni Book on 14 (linotype).

The general effect of this book places it above similar books of its kind. The grouping of the illustrations is interesting and the binding is pleasant.

A BOY'S WILL

By Robert Frost. HENRY HOLT. *Designed by Joseph Blumenthal.* (\$1.75)

Leaf, 5 1/2 x 8 3/4 inches; binding, cloth with ink and gold stamping. Printed on Highway Book by the Spiral Press. Bound by American Book Bindery. Set in 14 point Estienne on 17 (linotype).

Recommended for its excellent and well-executed design and its interesting binding.

STAGES ON THE ROAD

By Sigrid Undset. ALFRED A. KNOPF. *Designed by W. A. Dwiggins.* (\$2.75)

Leaf, 5 1/8 x 7 3/4 inches; binding, cloth with ink stamping. Printed on Warren's No. 66 toned wove by The Plimpton Press. Bound by the printer. Set in 11 point Baskerville on 14 (linotype).

Of particular interest as an example of Dwiggins' technique applied to trade book design and manufacture. Note especially the hand-drawn ornaments on the chapter pages and the binding.

THE BLACK MOUNTAIN

By Alan Hillgarth. ALFRED A. KNOPF. *Designed by Philip Van Doren Stern.* (\$2.50)

Leaf, 5 1/8 x 7 1/2 inches; binding, cloth with foil stamping. Printed on Warren's No. 66 toned wove by The Haddon Craftsmen. Bound by the printer. Set in 10 point Janson on 12 (linotype).

Noteworthy for its clean, finished binding and title page.

MECHANIZATION IN INDUSTRY

By Harry Jerome. NATIONAL BUREAU OF ECONOMIC RESEARCH. *Designed by Ernst Reichl.* (\$3.50)

Leaf, 6 x 9 inches; binding, cloth with gold foil stamping. Printed on Warren's No. 1854 by H. Wolff Estate. Bound by the printer. Set in 11 point Baskerville on 13 (linotype).

An intelligently planned and well-executed technical book.

STUDIES IN SPENSER'S COMPLAINTS

By Harold Stein. OXFORD UNIVERSITY PRESS. *Designed by H. V. Clulow.* (\$2.50)

Leaf, 5 1/2 x 8 1/2 inches; binding, cloth with gold stamping. Printed on Old Style laid by The Plimpton Press. Bound by the printer. Set in 12 point Baskerville (linotype).

A well-proportioned type page with a finished solution of typographic problems, giving a very "bookish" feel.

POEMS

By W. H. Auden. RANDOM HOUSE. *Designed by Joseph Blumenthal.* (\$2.50)

Leaf, 5 3/4 x 8 3/4 inches; binding, cloth with gold stamping. Printed on Octagon Antique by The Spiral Press. Bound by Montauk Bookbinding Corp. Set in 11 point Baskerville on 13 (linotype).

A careful, intelligent, and commendable typographic entity, with excellent presswork.

PORTRAITS AND PRAYERS

By Gertrude Stein. RANDOM HOUSE. *Designed by Ernst Reichl.* (\$2.50)

Leaf, 6 x 8 inches; binding, back of Bellah Furniture Fabric with label, front of printed cloth. Printed on Publishers Wove by H. Wolff Estate. Bound by the printer. Set in 10 point Antique No. 3 on 14 (linotype).

Provocative bookmaking showing a daring attempt in typographic experiment.

RAMESES TO ROCKEFELLER

By Charles Harris Whitaker. RANDOM HOUSE. *Designed by Ernst Reichl.* (\$3.50)

Leaf, 6 x 9 1/4 inches; binding, embossed cloth with ink and foil stamping. Printed on Colonial Book by H. Wolff Estate. Illustrations reproduced in aquatone by Edward Stern & Co. Bound by the printer. Set in 12 point Bodoni Book on 14 (linotype).

A well-integrated book, with inviting type page, unusual handling of illustrative material and effective binding.

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SPECIFIED EXCLUSIVELY YEAR AFTER YEAR
 by a 93-year-old concern*



IT'S OBVIOUS that you can't stay in business for nearly a century without giving your customers

value. The BOORUM & PEASE "STANDARD" Columnar Books and Account Books are known and respected by stationers and business firms throughout the world. There are over 700 sizes, styles and kinds of these books—a few of them are shown here—but only one kind of cloth is, or ever has been, used to bind them!

"We use only the best and toughest rag-content Ledger Paper," says Mr. J. H. Gordon, B & P Sales Manager; "we use a five-ply laminated board and the best grade of leather; it is only natural that we should use an INTERLAKEN cloth for the sides. There is no other black that is the same, dead, jet black as INTERLAKEN's and it has never varied. When we find a good thing we stick to it!"

"AS long as I've been here—and that's 33 years," says JOHN ROTENBERGER, expert finisher of BOORUM & PEASE bindery, "we've used only INTERLAKEN BLACK for our bound books. I don't ever remember any of them ever coming back, or any kind of a complaint."

INTERLAKEN Mills

PROVIDENCE, RHODE ISLAND — 18 THOMAS STREET, NEW YORK CITY

THE DARING YOUNG MAN ON THE FLYING TRAPEZE

By William Saroyan. RANDOM HOUSE. *Designed by Ernst Reichl.* (\$2.50)

Leaf, 5 1/2 x 9 inches; binding, cloth stamped in ink and foil. Printed on eggshell wove by H. Wolff Estate. Bound by the printer. Set in 12 point Baskerville on 14 (linotype).

Commended for its pleasing proportions and attractive format. The jury felt that the unusual binding and jacket helped the sale of the book.

ULYSSES

By James Joyce. RANDOM HOUSE. *Designed by Ernst Reichl.* (\$3.50)

Leaf, 5 1/2 x 8 1/8 inches; binding, cloth with ink stamping. Printed on eggshell wove by H. Wolff Estate. Bound by the printer. Set in 10 point Baskerville on 11 (linotype).

A daring experiment in the use of initial letters—striking the keynote of the unusual quality of the book.

NOW IN NOVEMBER

By Josephine Johnson. SIMON AND SCHUSTER. *Designed by Robert Josephy.* (\$2.00)

Leaf, 5 1/8 x 7 3/8 inches; binding, cloth with label on side and front. Printed on Windsor Book by Vail-Ballou Press. Bound by the printer. Set in 11 point Baskerville on 15 (linotype).

A good type page, printed on a better-than-average sheet of paper, in a pleasing format.

FONTAMARA

By Ignazio Silone. SMITH & HAAS. *Designed by Evelyn Harter.* (\$2.50)

Leaf, 5 1/8 x 7 1/2 inches; binding, cloth with foil stamping. Printed on Warren's No. 66 toned by Quinn and Boden Co. Bound by H. Wolff Estate. Set in 12 point Bodoni Book on 16 (linotype).

Good typography coupled with excellent binding.

FRANKENSTEIN

By Mary Wollstonecraft Shelley. SMITH & HAAS. *Designed and illustrated by Lynd Ward.* (\$3.00)

Leaf, 6 1/4 x 9 1/2 inches; binding, cloth with labels on side and back. Printed on Ticonderoga legal book paper by The Plimpton Press. Illustrations engraved on wood and electrotyped. Bound by H. Wolff Estate. Set in 12 point Janson on 14 (linotype).

An excellent example of the merging of typographic and illustrative arts, with exceptionally good presswork and good packaging.

SEVEN GOTHIC TALES

By Isak Dinesen. SMITH & HAAS. *Designed by Evelyn Harter.* (\$2.50)

Leaf, 5 1/2 x 8 1/8 inches; binding, cloth back and paper sides, stamped in gold foil. Printed on Warren's No. 66 toned wove by Quinn and Boden Co. Bound by the printer. Set in 11 point Granjon on 13 (linotype).

Of particular note here are the halftitles, treated as full-page designs and embellished with color; and a good binding design.

THE PAGEANT OF CUBA

By Hudson Strode. SMITH & HAAS. *Designed by Evelyn Harter.* (\$3.00)

Leaf, 6 1/4 x 8 3/4 inches; binding, double cloth with ink stamping. Printed on Warren's Old Style by Quinn and Boden Co. Illustrations reproduced in gravure by General Gravure Co. Bound by the printer. Set in 12 point Granjon on 13 (linotype).

Recommended especially for the excellent reproduction of photographs and the quality of the binding design, with careful planning of the text page.

PIERRE GRINGORE'S PAGEANTS

By Charles Read Baskerville (editor). UNIVERSITY OF CHICAGO PRESS. *Designed by Mary D. Alexander and H. J. Bauman.* (\$1.50)

Leaf, 6 1/4 x 9 inches; binding, cloth stamped in gold. Printed on Paxton rag paper by The University of Chicago Press. Illustrations reproduced in collotype by Meriden Gravure Co. Bound by R. R. Donnelley & Sons Co. Set in 12 point Caslon 337 on 16 (monotype).

The typography and design are unusually suitable.

KALEIDOSCOPE

By Stefan Zweig. VIKING PRESS. *Designed by M. B. Glick.* (\$3.00)

Leaf, 5 1/2 x 8 1/8 inches; binding, cloth with ink stamping. Printed on Warren's eggshell wove by Quinn and Boden Co. Bound by the printer. Set in 11 point Granjon on 12 (linotype).

Good trade book design with an interesting binding.

THE GOOD FRIENDS

By Margery Bianco. VIKING PRESS. *Text designed by M. B. Glick; binding designed by May Garelick. Illustrated by Grace Paull.* (\$1.75)

Leaf, 6 x 8 1/2 inches; binding, printed cloth with ink stamping. Illustrations and text reproduced in offset-lithography by DeVinne-Brown. Bound by H. Wolff Estate. Set in 14 point Granjon on 18 (linotype).

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CINDERELLA JANSON



BENJAMIN FRANKLIN, as a very young boy, may have seen and admired specimens of Janson. But if he did, he soon forgot about it as did practically every one else. During two centuries, this Cinderella of type faces sat in her neglected corner, covered with ashes and cobwebs, while her sister types were dancing around and having a swell time.

And then along came . . . well now, it isn't nice to refer to the Linotype right here in our own advertising as the Prince Charming, but how else complete the allegory? Anyway, the Linotype took up with the gal and here she is, the belle of the 1935 Fifty Book Show.

How's that for a success story? It is rumored in publishing circles that Janson will shortly bring out her autobiography under the title, "Life Begins at 250" . . . and that in it she will give due credit for her rediscovery and spectacular comeback to the Mergenthaler Linotype Company, Brooklyn, New York.

A well-planned juvenile with particularly good binding and jacket designs.

WHILE ROME BURNS

By Alexander Woollcott. VIKING PRESS. *Designed* by M. B. Glick. (\$2.75)

Leaf, 5 5/8 x 9 1/4 inches; binding, cloth stamped in gold foil. Printed on Warren's No. 66 wove by Quinn and Boden Co. Bound by the printer. Set in 12 point Granjon on 14 (linotype).

A very pleasing format of interesting proportions.

The Following Books Were Recommended Only for Special Details

COMRADE: MISTER

By Isidor Schneider. EQUINOX COOPERATIVE PRESS. *Designed* by Evelyn Harter and M. B. Glick. (\$2.00)

Binding and jacket.

HUNG FOR A SONG

By George Dillwyn Parrish. FARRAR & RINEHART. *Designed* by Richard Floethe. (\$2.50)

Binding.

SOUPS AND SAUCES

By Virginia Elliott and Robert Howard Jones. HARCOURT, BRACE. *Designed* by Robert Josephy. (\$1.00)

Binding.

THE EXECUTIONER WAITS

By Josephine Herbst. HARCOURT, BRACE. *Designed* by Robert Josephy. *Printed* on special antique paper. (\$2.50)

Neat typography and paper.

GLASS

By Howard Stephenson. CLAUDE KENDALL. *Designed* by Freda Browne and Andrew Szaeke. (\$2.50)

Title page.

GO AND GO-MOKU

By Edward Lasker. ALFRED A. KNOPF. *Designed* by Philip Van Doren Stern. (\$2.50)

Title page and combination of type and diagrams.

TRUMPETER, SOUND!

By D. L. Murray. ALFRED A. KNOPF. *Designed* by Philip Van Doren Stern. (\$2.50)

Title page.

THE ESSAYS OF MICHEL DE MON- TAIGNE (Volume I)

Edited by Jacob Zeitlin. ALFRED A. KNOPF. *Designed* by Elmer Adler. *Printed* by The Plimpton Press. (\$3.75)

Binding and treatment of front matter.

THE ROOSEVELT OMNIBUS

Edited and annotated by Don Wharton. ALFRED A. KNOPF. *Binding and title de-
signed* by W. A. Dwiggins; *text and illustrations* by S. R. Jacobs. (\$3.50)

Binding and treatment of illustrations.

THE MAN ON THE WHITE HORSE

By Warwick Deeping. ALFRED A. KNOPF. *Designed* by Sidney R. Jacobs. (\$2.50)

Title page, chapter heads, and the use of color on first form.

FIRE ON THE ANDES

By Carleton Beals. J. B. LIPPINCOTT. *De-
signed* by Edward Stratton Holloway. *Illus-
trated* by José Sabogal. (\$3.00)

Combination of text and illustrations (cf. page 289).

LETTERS TO A YOUNG POET

By Rainer Maria Rilke. W. W. NORTON. *Designed* by Werner Helmer. (\$2.00)

Binding.

REMEMBRANCE OF THINGS PAST (4 volumes)

By Marcel Proust. RANDOM HOUSE. *Title
and binding designed* by M. B. Glick. (\$12.50)

Binding and packaging.

MAN'S FATE

By André Malraux. SMITH & HAAS. *De-
signed* by Evelyn Harter. (\$2.50)

Binding and title.

FUN WITH FLUTES

By David Dushkin. UNIVERSITY OF CHI-
CAGO PRESS. *Designed* by Alfred D. Sterges.
Printed by Photopress, Inc. (\$1.50)

Treatment of music in color.

THE FOUNDRY

By Albert Halper. VIKING PRESS. *De-
signed* by M. B. Glick. (\$2.50)

Excellent tie-up of binding and jacket.

"...bound by me in the very best manner—"

—ROGER PAYNE (1775)



Payne, an eccentric bookbinder, marked the high tide of excellence in England. Insistent on the use of fine materials, his volumes showed a taste and beauty far beyond his "reasonable" price.

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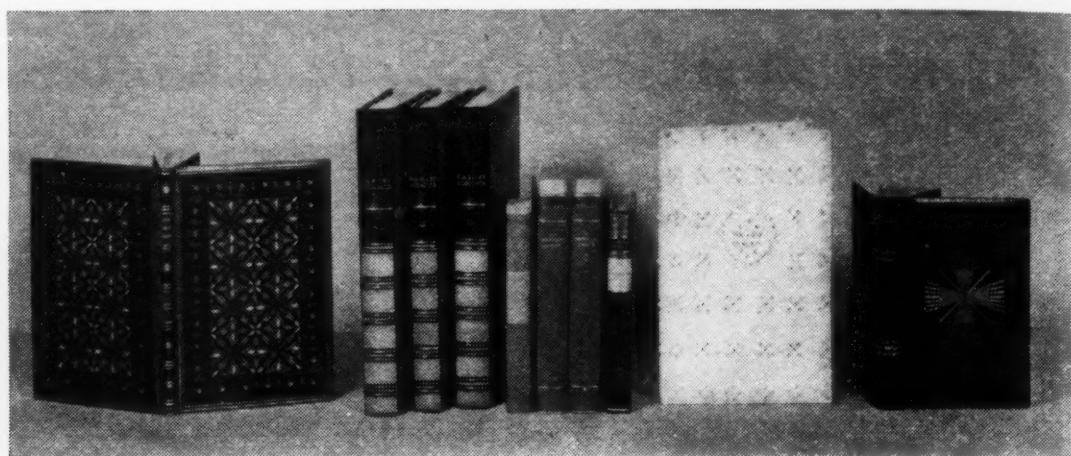
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Left to right: 1) Cobden-Sanderson's "The Ideal Book." Binding in leather inlay by Curtis Walters, Queens Village, L. I. 2) Three volumes of R. M. Riche's correspondence, bound in black and tan morocco by Prof. Ignatz Wiemeler, of the State Academy of Graphic Arts, Leipzig. Collection Dr. Klingspor, Offenbach. 3) A group of student bindings from Prof. Wiemeler's class, representing inexpensive handbindings in leather and paper for the collector of limited means. 4) A vellum copy of the Woolly Whale's Morris memorial volume, bound by Douglas Cockerell in white pigskin and decorated by blind and gold tooling. From Melbert B. Cary's collection. 5) Gaston Sorbets's "Lueurs et reflets de la guerre," bound by Geneviève Sorbets in black morocco with red leather inlay and blind and gold tooling

Columbia's International Exposition of Modern Hand Bookbindings

MONROE WHEELER

Of Harrison of Paris and New York

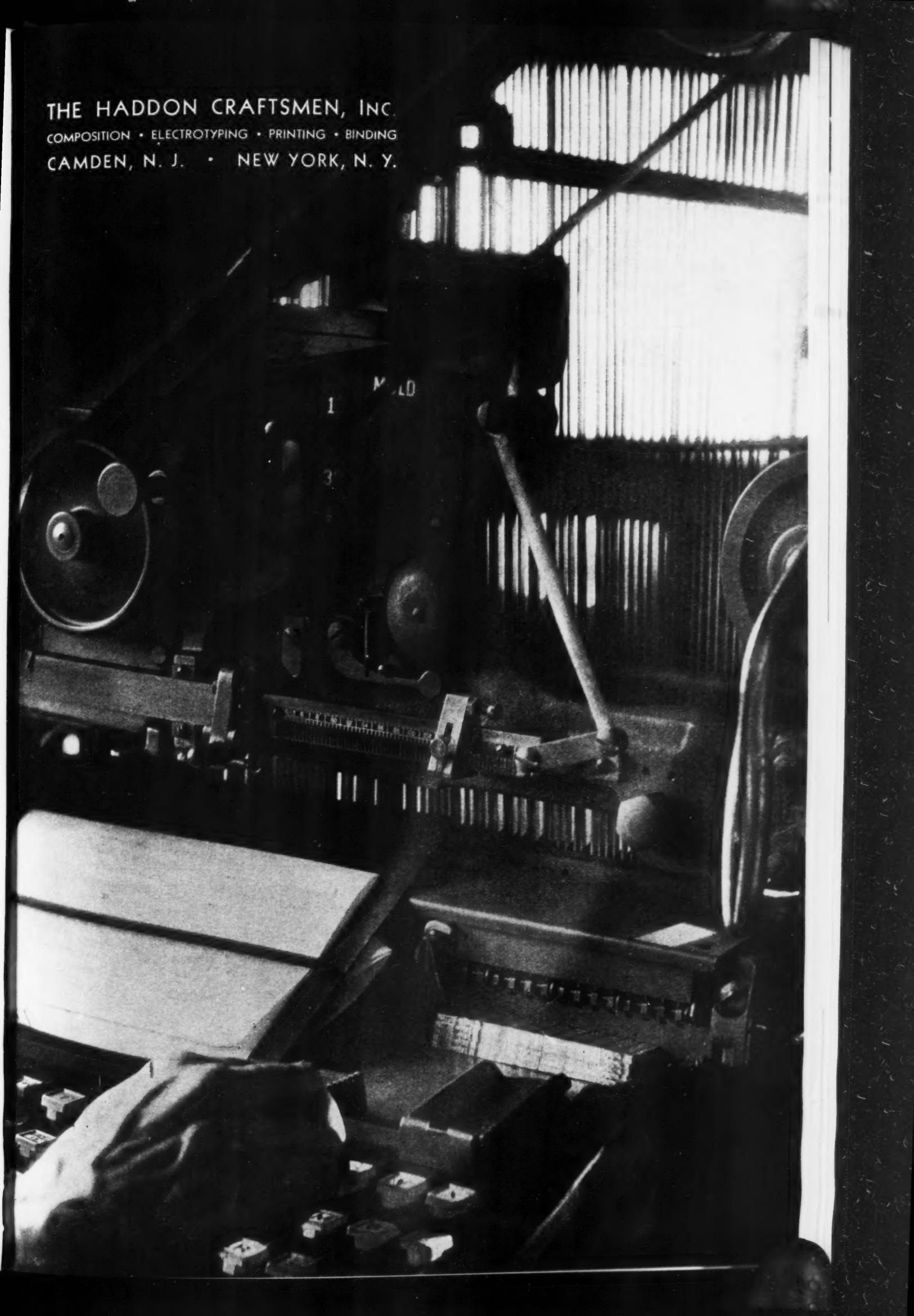
AMERICAN BOOK LOVERS have never before had so fine an opportunity to study the quality and style of contemporary European hand bookbinding as at the present international exhibition at Columbia University; only a few names of important modern binders are lacking from the roster. It is an exhibit that must inevitably provide great encouragement both to binders and collectors, for it shows conclusively that this generation can leave behind it specimens which will honorably take their place among the immortal products of this ancient craft—one of the worthiest to which man has ever dedicated himself.

France, which has provided a majority of the great binders in the past, appears to have renounced, in the twentieth century, much of the technical superiority it enjoyed in the nineteenth, and to have submitted to the influence of poster design, in which it excels.

Many of the French designs, inlaid in colored leathers and even in metals, are of a blazonry not required in so intimate a possession as a hand-bound book. Geneviève Sorbets shows more restraint than most exhibitors in the French section; Rose Adler is famous for her eccentric designs; Gilberte Givel has a sail-boat filling the entire cover of a book; Margaret Levy uses an inlaid pair of silver and gold serpents.

The English exhibit shows that certain of its binders have been influenced by the French illustrative school, while others have remained in the austere tradition of Cobden-Sanderson. Douglas Cockerell's early and recent periods are well represented, showing charming variations of his favorite circular design, as well as his conventionalized leaf and flower all-over patterns applied in gold. Sybil Pye shows elaborate designs of a rather chastened cubist style, inlaid in colored leath-

THE HADDON CRAFTSMEN, INC.
COMPOSITION • ELECTROTYPEING • PRINTING • BINDING
CAMDEN, N. J. • NEW YORK, N. Y.



ers of oriental splendor; and George Fisher reveals originality and admirable workmanship.

The Czechoslovakian contributions are startlingly fresh and effective, the best examples being the work of J. Solar and his pupils at the State School of Graphic Arts in Prague. In most of these bindings initial letters and short words, extended in order to form attractive patterns, provide the only embellishment.

The most brilliant exhibit is that of Germany, thanks principally to Ignatz Wiemeler and his class at the State Academy for Graphic Arts in Leipzig. Wiemeler's designs are thoroughly modern, yet austere, and ideally suited to the covers of books, and it is in his work that the collector in search of impeccable technical execution will take the greatest delight. Binding is, after all, a craft, and it is workmanship, rather than design, that should be examined first. The technique of hand binding has been carried by former masters to such exquisite perfection that we are justified in being intolerant of work that does not reveal the skill and patience we know to be attainable.

Wiemeler's little Goethe volume, in orange morocco with its blind tooled waffle design, shows him at his best. Heinrich Vahle also sends from Germany two bindings delightfully conceived. Those of Walter Tiemann seem overdecorated, but we are told the Germans hold them in great favor. Elizabeth Ledderhose makes a handsome all-over pattern of lettering on her parchment Bible.

The American exhibit contains, among others, some nicely made books by Jean Eschmann, some in the English tradition by Alfred de Sauty, and two tasteful volumes by Kathryn and Gerhard Gerlach, former pupils of Wiemeler, who are now conducting a bookbinding course at Columbia.

An admirable selection of fine bindings of former epochs, from the twelfth century to the nineteenth, is also displayed. Altogether, it is an exhibition which should encourage bibliophiles to have the great books of our own day placed in bindings so expertly fashioned as to be veritably imperishable and so beautifully designed that future generations may cherish them as we cherish the great bindings of the past.



Two selections of books from the exhibit of Publishers' Cloth Bindings recently held at the New York Public Library. Above: Yellowback novels. Below: Ornate bindings of the '60's

Books About Bookmaking

HELLMUT LEHMANN-HAUPT

Pictorial Reproduction

EVEN A CASUAL GLANCE at recent books on photo-engraving, print making, line drawing, and similar topics is interesting for the variety of possible approaches to the subject and for the different attitudes that various writers take upon the subject. From the many new publications issued in recent years the following group has been selected for review. From them it seems likely that one can gather a fairly accurate impression of what can be done and what is being done to put on record useful and interesting information about the technique of illustration today. It is particularly interesting to observe which of the many possible processes the various authors have selected for treatment in their books and how they have dealt with the conflict of the old hand methods of picture making as against the photomechanical reproduction processes. Another important point that is bound to arise in any book of this kind is the artistic possibilities inherent in each individual process and the manner in which these possibilities have or have not been recognized by the author.

PROCESSES OF GRAPHIC REPRODUCTION IN PRINTING. By *Harold Curwen*. New York, Oxford University Press, \$3.75.

In many ways this is the most satisfactory book of its kind that has appeared within recent years. It is to be recommended for the very fair treatment of both the traditional hand methods, such as woodcutting and engraving, and the full run of the photomechanical processes including color printing. Moreover, there is a definite attempt to evaluate each process, not only for its technical function but also for its characteristic aesthetic possibilities. Even though the examples selected for reproduction may appear to some people a little odd, in the consistent effort to detect the creative possibilities of each process, this book is definitely superior to the majority of similar publications.

PRACTICAL ENGRAVING AND ETCHING. By *E. G. Lutz*. New York, Charles Scribner's Sons, \$2.

Although the title may give a different impression, this book is devoted entirely to the traditional hand processes in the graphic arts. Emphasis is on the tool and equipment side of the question, and the book contains some useful information along the line of "how-to-do-it." There is very little if any attempt to define the artistic province of each process. The only discrimination of this kind found in the book is the omission among the intaglio processes of the regular copper and steel engraving and the emphasis upon etching and its many variations and byproducts. In this the book reveals itself as definitely of the old school, and as lacking contact with recent developments and the contemporary taste.

HANDBOOK OF PRINT MAKING AND PRINT MAKERS. By *John Taylor Arms*. New York, The Macmillan Company, \$2.50.

This book, devoted exclusively to the traditional hand methods of print making from woodcutting down to lithography, is written primarily for the print collector and student of this branch of the graphic arts. It contains an interesting discussion of each of the important processes and gives an historical account of them. In the arrangement of material one does wonder why the processes are not arranged in the chronological order of their appearance, and it seems that the individual histories of the processes would have gained considerably by a somewhat closer correlation.

MODERN ILLUSTRATION PROCESSES: AN INTRODUCTORY TEXTBOOK FOR ALL STUDENTS OF PRINTING METHODS. By *Charles W. Gamble*. London, Sir Isaac Pitman & Sons, Ltd., \$3.75.

This book, exclusively devoted to the modern photomechanical methods, is perhaps the most authoritative treatment of the subject in the English language. Charles W. Gamble,

Principal of the London County Council School of Photo-Engraving and Lithography, was lately appointed Head of the Department of Printing and Photographic Technology, Municipal College of Technology in Manchester. He combines a thorough knowledge and practical experience with a real understanding of the possibilities as well as the limitations of instruction. He understands that any book upon a subject so practical in nature as photo-engraving can be but a supplement to actual experience, but has a chance to give all the fundamentals and all the principles that the workshop practice does not necessarily include. He has a thorough understanding not only of the technical nature of each process but also of its real function, practically and aesthetically. But the very fact that he has denied himself and the reader the usual pretty pictures, and has reproduced nothing but necessary technical diagrams in the volume, is a valuable restraint.

ILLUSTRATION: ITS PRACTICE IN WASH AND LINE.

By *Steven Spurrier*. London, Sir Isaac Pitman & Sons, Ltd., \$3.

This book, where it shows you the intelligent artist's rough sketches, reflections of his natural first impressions, is stimulating and interesting. The sad thing is that in every case it proceeds to show you how the valuable first impression can be and, as the author will have it, should be turned into a standardized product, the everlasting dull magazine illustration. It is the most pronounced, and therefore most disappointing, sanction of stupid standardization that has appeared in print for a long time.

Lettering

THE ANATOMY OF LETTERING. By *Warren Chappell*. New York, Loring and Munsell, \$2.

It is a pleasure to announce that at last an American handbook of lettering has appeared that contains a spontaneous and personal approach to lettering instead of the usual geometrical construction, recipes, and the over-versatile copybook examples. The announcement of the publisher, printed on the jacket, is sincere and, I believe, a good description of the book. It says, "Already there have been many books on lettering; but almost all simply give models by which to con-

struct alphabets. None seems to attempt *making a man into a good letterer*. That is what Mr. Chappell does. Of what use to copy alphabets with compasses and divider when you do not know how the model was produced, when you cannot letter a tolerable line of your very own? Warren Chappell, an instructor in graphic arts at the Art Students' League of New York, a pupil of the great Rudolf Koch, and himself one of the finest letterers in America (as well as the only man here able to cut type by the old hand method), goes to the very root of good lettering—the flat pen. He goes even back of that, to the point when letters are merely ideas in the mind of the letterer. He shows how these ideas should take form, how the skeleton of the letter is written with a flat pen, how it is finished. The text is short, so that it may be read through before practice begins; there are a great many illustrations, but they are examples, not models. The reader will emerge from the study of "The Anatomy of Lettering" not as a restricted mechanical copyist but as an original and versatile letterer."

SCHRIFTVORLAGEN FÜR SCHREIBER, BUCHDRUCKER, MALER, BILDHAUER, GOLDSCHMIEDE, STICKERINNEN UND ANDERE HANDWERKER. Drawn by *Berthold Wolpe*. Edited by *Rudolf Koch*. Kassel, Bärenreiter-Verlag.

A portfolio of fourteen plates by one of the promising young students of the Offenbach school, and edited as one of his last literary productions by the late Rudolf Koch. The plates show nicely how letter forms evolved in free calligraphic execution can be made to serve the purposes not only of letterers and printers but also of painters, sculptors, embroiderers, goldsmiths, and other craftsmen.

A MANUAL ON LETTERING AND LAY-OUT. Written and illustrated by *L. A. Doust*. London and New York, Frederick Warne & Co., Ltd., \$1.

Although there is some little attention to the natural elements of lettering and a few satisfactory examples, this book has the usual over-smart display of a thousand and one different styles and lay-outs that do more harm than good, because they teach you—in a manner of speaking—to drive an automobile before they teach you how to walk.

Clinic Makes Recommendations for Fifty Book Shows

A SERIES OF RESOLUTIONS involving recommendations to the directors of the American Institute of Graphic Arts for the handling of Fifty Books of the Year Exhibitions in the future was adopted by the Book Clinic of the A.I.G.A. at its regular meeting on April 11th. The resolutions were discussed at length during the meeting and returned to George T. Bailey of the Yale University Press for slight changes before being presented to the A.I.G.A. The committee of the Book Clinic that drew up the resolutions consisted of Mr. Bailey, chairman, Ernst Reichl, Robert Josephy, Evelyn Harter, Margaret Cuff and Frederic Melcher, *ex officio*.

Full text of the resolutions is as follows:

Whereas the American Institute of Graphic Arts through its annual Fifty Books of the Year Exhibition has performed valuable service to all those interested in good bookmaking, and

Whereas the Book Clinic feels that it is important to continue the Fifty Books of the Year Exhibitions as a stimulus and encouragement to the designers and makers of books and as enlightenment and education for the public; and

Whereas the Book Clinic feels that both the value and the prestige of the Exhibitions have somewhat suffered by the exclusion of many well qualified trade books from recent exhibitions, and

Whereas the Book Clinic feels that it is essential for the proper presentation of the best examples of contemporary bookmaking that the jurors making the selection for each exhibition understand the problems and objectives of trade book manufacture

Be it resolved that the Book Clinic makes the following recommendations to the Directors of the American Institute of Graphic Arts for the handling of the Exhibitions in the future:

1. That the Exhibition continue as at present, as one Exhibition with no subdivisions.
2. That the selection of books for the Exhibition be subject to the same restrictions as at present.
3. That the Directors of the Institute name the chairman of the Fifty Books Committee, as at present.
4. That the Committee chairman name the other members of the Committee, as at present, one member to represent the trade book field.
5. That the Committee nominate jurors subject to the approval of the Directors of the Institute.
6. That the Institute provide for the guidance of the jurors and for the continuance of the proper standards for the selection of books for the Exhibition a printed charge (including a definition of purposes) to the Jury which shall have the approval of the Directors of the Institute.
7. That consideration be given to the adoption of a point system for the selection of books by the Jury based on trials of books in recent Exhibitions, by dummy juries through the Fifty Books Committee and the Book Clinic; this system to give proper evaluation to the following five elements in bookmaking:
 - a. Complete design
 - b. Composition
 - c. Paper
 - d. Presswork (workmanship)
 - e. Binding (workmanship)

BOOK PRINTING

Booksellers, publishers, and private persons are invited to write for estimates on any sort of edition, handsomely and economically produced by an experienced book designer.

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Book Manufacturers

What's News!

THE BOOK JACKET SHOW of the A.I.G.A. will open on May 7th, the same date as the opening of the Book Clinic Show of American Trade Book Design, and both exhibits will be held in the same place, the New School for Social Research, 66 West 12th Street, New York City. Each show will last for two weeks. For the Jacket Show, 34 jackets were selected by a jury consisting of Clifton P. Fadiman, Aaron Sussman, and Alexai Borodovitch.

GEORGE E. NEUHEDEL has resigned as New York representative of E. L. Hildreth & Company, Inc., book printers of Brattleboro, Vermont. The New York office at 551 Fifth Avenue, will now be in charge of Priscilla Crane.

C. CHESTER LANE of the *New York Times* was elected president of the American Institute of Graphic Arts at the annual meeting on May 1st, succeeding Harry L. Gage. Other officers elected were Roland A. Wood of the Harbor Press, vice-president; Melvin H. Loof of Columbia University Press, treasurer; Edith Kerr of Tri-Arts Press, assistant treasurer and Alen H. Eaton of the Russell Sage Foundation, secretary. Blanche Decker was re-appointed executive secretary. William C. Euler of the Cresset Company, Milton B. Glick of the Viking Press and John Archer of the New York Public Library were elected directors for three years.

BECAUSE of unavoidable circumstances the third installment of William A. Kittredge's series of articles on "School Books: Past, Present and Future" has been postponed until the June 1st Issue.

BRUCE ROGERS, America's foremost typographer and book designer, sailed last week for England on the *Empress of Australia*. Mr. Rogers will go to Oxford to see through the press two special copies of his monumental Lectern Bible, one to be presented to King George at the Jubilee and another for presentation to the Library of Congress.

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THE FIRST MEETING of the recently organized Graphic Arts Research Bureau will be held in Cincinnati on June 20th and 21st. The first day's sessions will be held at the Gibson Hotel, where the American Society of Mechanical Engineers will be holding its semi-annual meeting, and the second day's at the University of Cincinnati.

Presiding over the four sessions will be Dr. Arthur C. Jewett, chairman of the Research Bureau; Alfred B. Rode, president of Rode & Brand, lithographers, of New York, and president of the Lithographic Technical Foundation; Edward Epstean, chairman of the Graphic Arts Division of the American Society of Mechanical Engineers, and George H. Carter of the Lanston Monotype Company, Philadelphia.

Among the papers that will be presented will be "Fundamental Research in the Graphic Arts," by Charles Clarkson, vice-president of the International Printing Ink Corporation, New York; "Recent Developments in Lithographic Printing," by Lewis Kantrowitz, technical director of the Government Printing Office, and "Photomechanical Processes," by A. Mertle of the G. Cramer Dry Plate Company.

A NEW SIZE of Bodoni, 16-point, has been made available on the Linotype. This new size, the Mergenthaler Linotype Company points out, should be extremely useful and prove popular with book designers, printers, advertisers and others who cannot get the desired effect with the 14- or 18-point sizes.

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Helen Gentry at her press

The lower-case alphabet length of the 16-point is 182 points, about halfway between the 163-point length of the 14-point and the 208-point length of the 18-point.

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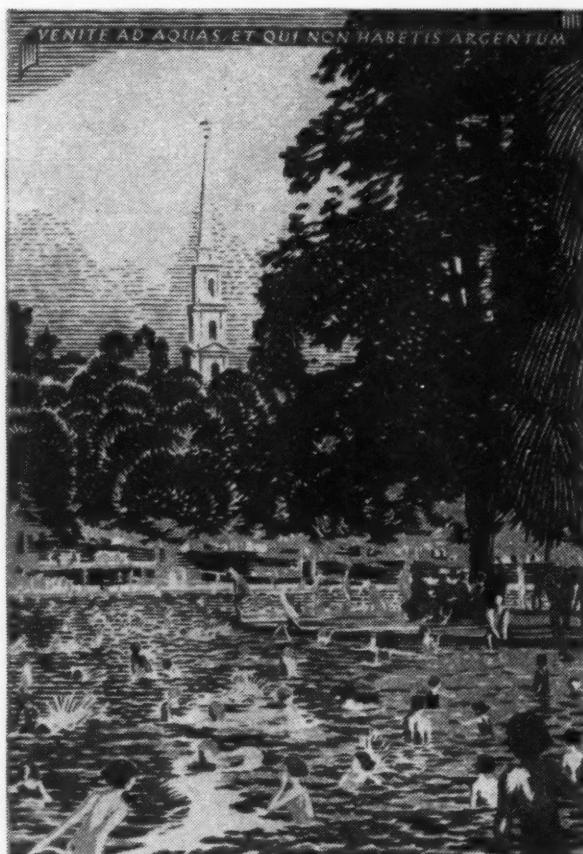
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of the
Williamsburg
Bridge*

RUDOLPH RUZICKA, woodcutter and decorator of many beautiful books during recent years, was honored by the American Institute of Graphic Arts on May 1st by the award of the Gold Medal of the Institute. This Medal has, from time to time, been used by the Institute as a means of honoring those who have contributed in some outstanding way to the making of books and prints.

This presentation of the Medal is connected with the opening in New York of the



A Ruzicka wood engraving

Ruzicka Exhibit at the Architectural League, the presiding officer representing the Institute being Melbert B. Cary, Jr., who had been in charge of arranging the exhibit. A short address was delivered by Philip Hofer, assistant director of the Morgan Library.

Others who have been so honored include D. B. Updike, Bruce Rogers, Edwin Grabhorn, Henry W. Kent, Timothy Cole, Dard Hunter.

A PAMPHLET giving information on the commercial standard for chip board, laminated chip board and miscellaneous boards for bookbinding purposes, established by manufacturers and users under the auspices of



Rudolph Ruzicka

Mr. Ruzicka has been awarded the Gold Medal of the American Institute of Graphic Arts

the National Bureau of Standards is now available from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5 cents a copy. (Pamphlet No. CS49-34.)

The commercial standard gives the requirements and methods of test for such elements as bundle weight, classification, grades, color, density, trim and bursting strength which are now accepted as the national standard basis for inspection, acceptance tests and certification of quality of the material.

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— Typographer

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The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts
Bi: Biography
Bu: Business

Dr: Drama
Ec: Economics
Fi: Fiction

Hi: History
Ju: Juveniles
Mu: Music

Po: Poetry
Re: Religion
Sc: Science

Sp: Sports
Tr: Travel

Addy, Sidney Oldall

The evolution of the English house; rev. and enl. ed. 252p. il. O (Reprint ed.) ['35] N. Y., Peter Smith

4.00

Alexander, Holmes

The American Talleyrand; the career and contemporaries of Martin Van Buren, eighth President. 430p. (7p. bibl.) il. O c. N. Y., Harper

3.50

A study of the life and times of Martin Van Buren, eighth President of the United States, who converted statesmanship into politics and developed the "spoils" system.

American book-prices current; a record of books, manuscripts, and autographs sold in the principal auction rooms of the United States during the season 1933-1934, June 1, 1933 to June 1, 1934; ed. by Mary Houston Warren [v. 40; lim. ed.]. 674p. O c. N. Y., R. R. Bowker Co. buck., 20.00

Anderson, Edward

Hungry men. 281p. D c. Garden City, N. Y., Doubleday

2.00

The co-winner of the \$1,000 Doubleday, Doran-Story Magazine Contest. It pictures the floating lives of the young people of America who have been driven to hobo trails and flop houses by the depression.

Aspley, John Cameron [George Dartnell, Cameron McPherson, pseuds.] Bu

Getting the most out of salesmen. 211p. S [c. '35] Chic., Dartnell Corp.

1.50

A Dartnell manual for the use of sales managers and those in charge of branch and district selling organizations.

Baarslag, Karl

S O S to the rescue; preface by Capt. Felix Riesenberg. 326p. il. O c. N. Y., Oxford

2.50

Stories of disaster at sea in which the radio has played an important part in rescue work.

Bacheller, Irving Addison Fi

D'ri and I. 362p. il. D (Novels of distinction) [c. '01] N. Y., Grosset

1.00

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20cm.); S (16 mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Barker, Clare Wright and Anderson, Ira Dennis Bu

Principles of retailing. 475p. (bibl. footnotes) O c. N. Y., McGraw-Hill

4.00

A general survey of the principles which govern successful store management.

Baylis, John R.

Elimination of taste and odor in water. 402p. (bibls.) il., diagrs. O (Engineering Societies monographs) c. N. Y., McGraw-Hill

5.00

Biggers, Earl Derr

Earl Derr Biggers tells ten stories. 384p. front. (por.) D (Popular copyrights) [c. '21-'33] [N. Y., Grosset]

.75

Boileau, Ethel [Mrs. Raymond Boileau] Fi

The map of days; a novel. 283p. D c. N. Y., Dutton

2.50

The romantic story of a modern Scottish Lancelot—young Jock Chisholm, who was red-headed and dashing, a good soldier and an ardent lover.

Boyd, James

Long hunt. 376p. D (Popular copyrights) [c. '30] N. Y., [Grosset]

.75

Brann, Esther

'Round the world with Esther Brann. no p. il. (col.) obl. D [c. '35] [N. Y., Macmillan]

bds., 1.00

Pictures of children in countries all around the world, with simple descriptive text for small children.

Braatoy, Bjorne

Labour and war; the theory of labour action to prevent war; preface by Harold J. Laski. 216p. O '35 N. Y., Peter Smith

2.75

Brink, Carol Ryrie [Mrs. Raymond Woodward Brink] Ju

Caddie Woodlawn; il. by Kate Seredy. 280p. O c. N. Y., Macmillan

2.00

A story of the adventurous lives of young Caddie Woodlawn and her brothers and sisters on the Wisconsin frontier at the time of the Civil War.

Broch, Hermann	★ Fi
The unknown quantity [tr. from the German by Willa and Edwin Muir]. 240p. D c. N. Y., Viking	
	2.50
Richard Hieck knew nothing of the world outside until love showed him that there was more to life than astronomy and mathematics, his gods.	
Browne, Eleanore	Fi
Make me yours. 256p. D (Popular copyrights) '35	
N. Y., Macaulay	.75
Buchan, John	Bi
The people's King; George V: a narrative of twenty-five years. 289p. il. (col. front.) O c. Bost., Houghton	
	2.75
A survey of George V of England's twenty-five-year reign, soon to be celebrated in England's Silver Jubilee.	
Burdsall, Richard L. and Emmons, Arthur Brewster, 3rd	
Men against the clouds; the conquest of Minya Konka. 305p. (2p. bibl.) il., maps, diagrs. O c. N. Y., Harper	
	3.50
An account of the thrilling ascent, undertaken and accomplished by four Americans, of Minya Konka in Tibet, the highest peak ever climbed by an American expedition, the second highest ever climbed by any expedition.	
Burman, Ben Lucien	Fi
Steamboat round the bend. 308p. il. D (Popular copyrights) [c. '33] N. Y., Grosset	
	.75
Callcott, Mrs. Mary Stevenson	
Russian justice. 275p. (bibl. footnotes) D c. N. Y., Macmillan	
	3.00
A study of crime, punishment and the restoration of the criminal in Soviet Russia.	
Campbell, Charles Milton and Detwiler, Albert Knecht, M.D.	
Colitis; mucous and ulcerative stages of constipation. 105p. il., diagrs. D [c. '35] N. Y., Educational Press, 17 Dey St.	
	1.50
Information for the layman on the causes and treatment of colitis, by the authors of "The Lazy Colon."	
Cassidy, Rosalind and Bemiss, Homer, eds.	
Handbook for camp counselors; a contribution to camping made by the Pacific Camp Directors Association. 94p. (bibls.) O c. '35 Oakland, Cal., Homer Bemiss, P. O. Box 796	
	pap., 1.00
Chambers, Robert William	Fi
Love and the lieutenant. 410p. D '35, c. '34, '35	
N. Y., Appleton-Century	2.50
An exciting romance of the American Revolution.	
Chapel, Beatrice Shaw	Ju
Peggy the nomad. 159p. il. (pt. col.) D c. Caldwell, Id., Caxton Printers	
	2.00
Archdall, H. K.	
A Christian instruction. 79p. S '35 N. Y., Macmillan	
	pap., .25
Bogert, L. Jean	
Nutrition and physical fitness; 2nd ed., rev. 566p. il. '35 Phil., Saunders	
	3.00
Bower, Albert G., M.D. and Pilant, Edith B.	
Communicable diseases for nurses; 3rd ed. 420p. il. '35 Phil., Saunders	
	3.00
Bryan, Edith S.	
The art of public health nursing. 296p. '35 Phil., Saunders	
	2.00
Campbell, H. L.	
The working, heat treating and welding of steel. 185p. (bibl.) il., diagrs. O '35 N. Y., Wiley	
	2.25
[Colby, A. S. and others]	
Bramble fruits; raspberries; blackberries; dewberries; how to grow in Illinois. 72p. il. (pt. col.) O (Agri. Exp. Sta. circular 427) [c. '35] [Urbana] Univ. of Ill. pap., apply	
Compton, Arthur H. and Allison, Samuel E.	
X-rays in theory and experiment. 844p. il. O '35 N. Y., Van Nostrand	
	7.50
Dawson, W. S., M.D.	
Aids to psychiatry; 3rd ed., 325p. T (Students' aids ser.; Wm. Wood pub'n.) '35 Balt., Williams & Wilkins	
	1.50

Davis, Robert A.

Psychology of learning; a textbook in educational psychology. 501p. (bibl. footnotes) diagrs. D (McGraw-Hill pub'n in psych.) c. N. Y., McGraw-Hill

3.00
The author is associate professor of education in the University of Colorado.

Defoe, Daniel

A journal of the plague year and other pieces; ed. by Arthur Wellesley Secord. 372p. (bibl.) front. (por.) S (Doubleday-Doran ser. in lit.) [c. '35] Garden City, N. Y., Doubleday

1.00
The first volume in a new series which is under the general editorship of Robert Shafer. For use in college literature courses.

Delius, Peter

Boarding house. 298p. D [c. '35] Phil., Lippincott

2.00
Life, love and complications among the oddly assorted inmates of a London boarding house which was run by Kathleen Joicey, a young Irish woman from Connemara.

Dewar, Lindsay

Man and God. 252p. (bibl. footnotes) O '35

N. Y., Macmillan
3.00
An essay in the psychology and philosophy of religious experience.

De Wolfe, Elsie [Lady Mendl]

After all. 288p. il. O c. N. Y., Harper

3.50
These reminiscences of a famous hostess of cosmopolitan society cover the years from her presentation at Queen Victoria's last Court down to the present day and her career as an interior decorator.

Dopp, K. E., and others

Little friends at school. 122p. D (Happy road to reading; primer) '35 Chic., Rand, McNally

.60

Dunton, James Gerald

Honey's money. 310p. D (Popular copyrights) [c. '33] N. Y., [Grosset]

.75

Eagan, Alberta Stedman

The unfinished day. 256p. D (Popular copyrights) '35 N. Y., Macaulay

.75

Earp, Thomas Wade

The modern movement in painting. various p. il. (col.) Q '35 N. Y., Studio Pub'n

4.50; pap., 3.50
A brief survey of the modern movement in painting from the time of the Impressionists down to the present day, illustrated with sixteen reproductions in color of the works of famous artists.

Eberhart, Mrs. Mignon G.

The house on the roof. 302p. D '35, c. '34, '35
Garden City, N. Y., Doubleday

2.00
Deborah Cavert was alone with Mary Monroe in her Chicago penthouse when she was mysteriously killed

Dept. of Horticulture and Illinois State Natural History Survey

Directions for spraying fruits in Illinois. 24p. il. map O (Agri. Exp. Sta. circular 429) [c. '35] [Urbana] Univ. of Ill. pap., apply

Dinning, Hector and Holmes, J. G., eds.

Australian foreign policy 1934. 68p. O '35 N. Y., G. E. Stechert
pap., .50

Dungan, G. H. and others

Illinois corn performance tests; results for 1934. 34p. il., maps, diagrs. O [c. '35] [Urbana, Univ. of Ill.] pap., apply

Ernst, Paul

Der Schatz im Morgenbrotstal; ed. by J. E. Massen. 50p. S (Oxford rapid-reading German texts, no. 4) [c. '35] N. Y., Oxford
.35; 1.25, set

by a shot, but there was no way for Deborah to prove that she had witnessed the murder and not committed it.

Edwin, Ross

One being living. 256p. D [c. '35] N. Y., Macaulay

2.00
The story of a young American girl who thought that no price was too great to pay for success and wealth.

Endore, Guy

The werewolf of Paris. 325p. D (Popular copyrights) [c. '33] N. Y., Grosset

.75
N. Y., Macaulay

Evans, Marshall Blakemore and Röseler, Robert Oswald

College German; 3rd ed., rev. 353p. map (col.) D '35, c. '31-'35 N. Y., Crofts

1.75

Farjeon, Joseph Jefferson

The mystery of Dead Man's Heath. 252p. D (Copyright fiction) [c. '34] N. Y., Burt

.75

Faulkner, Harold Underwood

American economic history; 3rd ed. 832p. (bibls.) maps (col. front.), diagrs. O [c. '24-'35] N. Y., Harper

3.50

Ferguson, Donald N.

A history of musical thought. 573p. (23p. bibl.) il., diagrs. O c. N. Y., Crofts

5.00
A textbook in the history of music which offers college students an approach to the riches of musical literature.

Fernald, James Champlin

Expressive English. 474p. (bibl. footnotes) D (Grosset reference lib.) [c. '18] N. Y., Grosset

1.00

Field, Peter

Outlaws three. 279p. D (Popular copyrights) [c. '33] N. Y., Grosset

.75

Finger, Charles Joseph

The distant prize; a book about rovers, rangers and rascals; il. by Henry Pitz. 339p. O c. N. Y., Appleton-Century

2.50
A history of the early exploration and settlement of North America presented in terms of the personalities who dominated the scene.

Fisher, Mrs. Dorothea Frances Canfield

Basque people. 272p. il. D (Popular copyrights) [c. '27-'31] N. Y., [Grosset]

.75

Flack, Marjorie

Topsy; il. by the author. no p. il. (pt. col.) obl. S c. '35 Garden City, N. Y., Doubleday bds., 1.00

A picture-story-book about a cocker spaniel puppy, by the author-artist of "Angus and the Ducks," etc.

Explorations and field-work of the Smithsonian Institution in 1934.

88p. il., diagr. O (Pub'n 3300) '35 Wash., D. C., Smithsonian Inst. pap., apply

Farris, Edmond J.

Anatomy and physiology laboratory guide. 127p. il., diagrs. Q [c. '35] Phil., Lippincott pap., 1.00

Field Museum of Natural History; annual report of the director to the board of trustees for the year 1934.

142p. il. O (Field Mus. pub'n 336; report ser., v. 10, no. 2) '35 Chic., Field Mus. pap., 1.00

Flint, W. P. and others

Fighting the chinch bug on Illinois farms. 16p. il., diagrs. O (Agri. Exp. Sta. circular 431) [c. '35] [Urbana] Univ. of Ill. pap., apply

Ford, Leslie, pseud.	Fi
The clue of the Judas tree. 311p. D (Popular copyrights) [c. '33] N. Y., Grosset	.75
Fuller, H. H. and Weaver, Andrew Thomas	
How to read aloud; a guide to interpretative reading. 207p. D [c. '35] Newark, N. J., Silver, Burdett	1.00
Designed for use primarily in high school classes in the interpretation and appreciation of English literature.	
Gemmill, Paul Fleming	Ec
Fundamentals of economics; a textbook for introductory college courses in economic principles; rev. ed. 622p. (bibls.) diagrs. O '35, c. '30, '35 N. Y., Harper	3.00
Gibson, Constance Fisher	Ju
Painting in the sunshine; il. by Bessie Laass Palmer. no p. il. (pt. col.) F [c. '35] Bost., Bruce Humphries	.75
An alphabet paint-book, with verses, for young children.	
Glyn, Elinor	Fi
Such men are dangerous. 256p. D (Popular copyrights) '35 N. Y., Macaulay	.75
Goldring, Douglas	Tr
Royal London; ed. by F. A. Mercer. no p. il. O [c. '35] N. Y., Studio Pub'ns	2.00
A photographic picture-book of famous London scenes.	
Gosse, Edmund	
Selected essays; 2nd ser. 243p. D (Reprint ed., Travellers lib.) [c. '35] N. Y., Peter Smith	1.00
Graham, Lewis	Fi
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Gray, Donald	
Your garden; plan—planting—care; a book of special interest to garden club members. 61p. il., diagrs. D c. '35 Akron, O., Saalfeld	bds., .10
Practical information for the amateur gardener.	
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Thunder Mountain. 309p. D c. N. Y., Harper	2.00
A tale of robbery, murder, love, and the search for gold, laid in an Idaho mining town in the '80's.	
Hall, Frederick Smith, ed.	
Social work year book 1935. 698p. (bibls.) O c. N. Y., Russell Sage Found.	4.00
A description of organized activities in social work and in related fields.	
Hamsun, Knut	★ Fi
Growth of the soil; tr. from the Norwegian by W. W. Worster. 580p. D (Novels of distinction) [c. '35] N. Y., Grosset	1.00
Garvan, Francis	
In the matter of a proposed reciprocal trade treaty between the United States and Switzerland; brief, submitted on behalf of chemistry in the United States. 124p. map, diagrs. O [n.d.] N. Y., Pandick Press, 22 Thames St.	pap., apply
Gerwig, George William	
The heart through art; a study of the emotions; 2nd ed. 126p. S (School betterment studies, v. 4, no. 1) '35, c. '34 Pittsburgh, Henry C. Frick Educational Commission	pap., apply
Giachino, J. W.	
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Gordon, W. L.	
Every day words often mispronounced. 56p. T '35 Milwaukee, Caspar, Krueger, Dory	.25
Hauck, Mrs. Louise Platt [Lane Archer, Peter Ash, Louise Landon, pseuds.]	Fi
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Horler, Sydney [Peter Cavendish, Martin Heritage, pseuds.]	Fi
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Index generalis [yearbook of universities and colleges; 15th ed.]. 2450p. D '35 N. Y., G. E. Stechert	15.00
Inglis, William	
George F. Johnson and his industrial democracy. 316p. il. O [c. '35] N. Y., Huntington Press	3.00
A study of a great shoe industry, the Endicott-Johnson Corporation near Binghamton, N. Y., which has grown and prospered undisturbed by labor troubles for nearly forty years under the industrial principles established by its president, George F. Johnson.	
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An appraisal of the present state of American opinion and policy in regard to international coöperation for peace, with an historical summary of the attitude of the United States from 1919 to 1935.	
Johnsen, Julia Emily, comp.	
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The Greek anthology in Italy to the year 1800. 663p. O (Cornell studies in English, v. 23) '35 Ithaca, N. Y., Cornell Univ. Press	pap., 3.00

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Kirby, Richard Shelton **Fi**
Elements of specification writing; 4th ed. 167p. (bibl.) O '35 N. Y., Wiley 2.00

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A manual of speech correction on the contract plan. 352p. (2p. bibl.) diagrs. D c. N. Y., Prentice-Hall 1.60
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Pasitos. 405p. (2p. bibl.) il., map D c. N. Y., Harper 1.48
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Road to war; America 1914-1917. 475p. il. O c. Bost., Houghton 3.00
How the United States got into the World War. A study of the events of the years, 1914-1917, from the perspective of the present. The author is an editorial writer on the *New York Herald Tribune*.

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Morgan, George Campbell, D.D. **Re**
The answers of Jesus to Job. 136p. D [c. '35] N. Y., Revell 1.25
Dr. Morgan finds the answer to Job's despair and pain in the New Testament.

Morley, Malcolm **Dr**
The theatre; foreword by George Arliss. 217p. il. D (Pitman's "art and life" ser.) '35 [N. Y.], Pitman 1.50
A discussion of the fundamental problems which have faced actor, producer, and playwright in every age.

Mowery, William Byron **Fi**
Challenge of the North. 298p. D (Copyright fiction) [c. '33, '34] N. Y., Burt .75

Mulford, Clarence Edward **Fi**
Trail dust; Hopalong Cassidy and the Bar Twenty with the trail herd. 311p. D (Copyright fiction) [c. '33, '34] N. Y., Burt .75

Muller, Helen Marie, comp.
Lotteries. 128p. (6p. bibl.) D (Reference shelf, v. 10, no. 2) c. N. Y., H. W. Wilson .90
Briefs, articles and bibliographies on the subject of lotteries.

Mungo-Park, Eirene **Po**
Pansy Joyce; a fantasy in four scenes. 64p. il. Q '35 N. Y., Parnassus Press, Box 10, Sta. C 2.50

Murphy, Gardner
A briefer general psychology. 590p. (19p. bibl.) il., diagrs. (pt. col.) O c. N. Y., Harper buck., 2.50
A revised and simplified edition of the author's "General Psychology."

Metropolitan Museum of Art
Historical arms and armor; introd. by Stephen V. Grancsay. 24p. il. O (Picture b'ks ser.) c. '35 N. Y., Author pap., .25
Japanese costume; an exhibition of Nô robes and Buddhist vestments, by Alan Priest. 50p. (bibl.) il. O c. '35 N. Y., Author pap., 1.00

Paton, D. Mongomerie
The inter-action of the lymph and blood glands. 158p. D (Wm. Wood pub'n) '35 Balt., Williams & Wilkins 2.50

Napoleon I, emperor of the French **★ Bi**
Napoleon's letters to Marie Louise; foreword and commentary by Charles de la Roncière [tr. from the French]. 320p. il. O [c. '35] N. Y., Farrar & Rinehart buck., 3.00
These letters of Napoleon, recently discovered in the archives of an Austrian family, throw new light on his personality and tragic destiny, and show his affection for Marie Louise and his growing terror of her incompetence.

Nathan, Robert **Fi**
One more spring. 212p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

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Good King George's glorious reign; a pictorial record; foreword by Hugh Walpole. no p. il. Q ['35] N. Y., Oxford bds., 1.50
A photographic picture-book of outstanding events and changes during the twenty-five years' reign of King George V of England.

Orczy, Emmuska, baroness [Mrs. Montagu Barstow] **Fi**
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Jimmie Dale and the missing hour. 310p. diagr. D (Crime club) c. Garden City, N. Y., Doubleday 2.00
Jimmie Dale, millionaire New York clubman, again goes adventuring in the underworld on a mission fraught with danger and excitement.

Palmer, Wayne Francis and Baldwin, Hanson W.
Men and ships of steel. 160p. il. Q c. N. Y., Morrow 3.50
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Parmenter, Christine Whiting [Mrs. Kenneth R. Parmenter] **Fi**
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Corporate profits, as shown by audit reports. 151p. diagrs. '35 N. Y., Nat'l Bur. of Economic Research 1.25

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Nineveh House. 288p. D [c. '35] N. Y., Dutton 2.00
The favorite son of an English household brings home his charming French bride, who soon becomes involved in some surprising adventures unfolding the ancient mystery of the large Tudor house next door.

Reed, Alfred Z.
Review of legal education in the United States and Canada for the year 1934. 72p. (bibl.) O '35 N. Y., Carnegie Found. for Advancement of Teaching pap., gratis

Rice, F. O. and Rice, K. K.
The aliphatic free radicals [science]. 204p. il. O '35 Balt., Johns Hopkins Press 4.50

Richards, Philip S.
Humanism. 24p. O '35 N. Y., Macmillan pap., .25

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Old Charleston; twenty-four woodcuts; introd. by Herbert Ravenel Sass [lim., numbered, signed ed.]. no p. F [c. '33] Richmond, Va., Dale Press, Box 832	6.00	Old Charleston; twenty-four woodcuts; introd. by Herbert Ravenel Sass [lim., numbered, signed ed.]. no p. F [c. '33] Richmond, Va., Dale Press, Box 832	6.00
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Sayre, Wallace S.

An outline of American government; 3rd ed. 154p. (bibl.) maps, diagrs. D (College outline ser.) [c. '32-'35] N. Y., Barnes & Noble pap., .75

Schorling, Raleigh and Clark, John R.

Mathematics in life; unit A: Measurement in modern life and in the long ago. 48p. il. O '35 Yonkers, N. Y., World B'k pap., .24

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 After Picasso. 186p. (bibl. footnotes) il. Q c. N. Y., Dodd, Mead & E. V. Mitchell 3.00
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Spencer, Sylvia, ed. **Po**
 Up from the earth. 326p. O c. Bost., Houghton 2.75
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Spencer, William Homer
 Collective bargaining under Section 7(a) of the National Industrial Recovery Act. 98p. (bibl. footnotes) O (Studies in business administration, v. 5, no. 3) [c. '35] Chic., Univ. of Chic. Press pap., 1.00
 An analysis of the more important Labor Board decisions interpreting collective bargaining under Section 7(a) of the NRA.

Stephenson, Carl **Hi**
 Mediaeval history; Europe from the fourth to the sixteenth century. 815p. (23p. bibl. note) il., maps (pt. col.), diagrs. O (Harper's historical ser.) c. N. Y., Harper 3.50
 The author is a professor of history at Cornell University.

Sperry, Willard Learoyd **Re**
 What you owe your child. 165p. D c. N. Y., Harper 1.50
 Informal addresses on the problem of religion and morals in the modern home, by the dean of the Theological School of Harvard University.

Stiles, Pauline **Fi**
 Lovers must live; a romance. 310p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

Sullivan, J. W. N. **Bi**
 But for the grace of God. 223p. D (Reprint ed., Travellers lib.) [35] N. Y., Peter Smith 1.00

Sweeney, James Johnson, ed. **Ar**
 African Negro art. various p. (5p. bibl.) il., maps

Strong, Pitt
 Der Doppelganger; ed. by A. Wilson. 63p. S (Oxford rapid-reading German texts, no. 1) '35 N. Y., Oxford .35; 1.25, set 2.50

Student's handbook to the University and Colleges of Cambridge, 1934-1935. 666p. D '35 N. Y., Macmillan

Turner, G. Grey, ed.
 Modern operative surgery; 2 v.; 2nd ed. 1794p. il. O (Wm. Wood pub'n) '35 Balt., Williams & Wilkins lea. cl., 16.00

Vega Carpio, Lope Félix de
 Cancionero teatral; ed. by José Robles-Pazos. 118p. O '35 Balt., Johns Hopkins Press pap., 1.25

O [c. '35] **N. Y., Museum of Modern Art**
 bds., 2.50
 A brief discussion of the art of Negro Africa, with a descriptive catalogue and reproductions of the 600 works of art recently exhibited at the Museum of Modern Art.

Taylor, Katharine Haviland **Fi**
 Night club daughter. 347p. D (Copyright fiction) [c. '33] N. Y., Burt .75

Terrell, Upton **Fi**
 Adam Cargo. 245p. D [c. '35] Chic., Reilly & Lee 1.50
 The story of a renegade Confederate cavalryman who deserted his regiment and set out on a perilous journey into the wilderness of the old Southwest where he became the partner of an outlaw.

Thomas, Gabriel **Hi**
 An historical and geographical account of the province and country of Pensilvania, in America; ed. by A. Monroe Aurand, Jr. 29p. map O c. Harrisburg, Pa., Aurand Press 2.00
 A reprint of one of the earliest histories of Pennsylvania, originally published in England in 1698.

Thompson, Clyde Ordell
 Elements of practical arithmetic. 395p. il., diagrs. D c. N. Y., Prentice-Hall 1.28
 A practical treatise on the minimum essentials of arithmetic, as applied in many social and economic activities, for students in early high-school grades.

Thompson, Samuel Bernard **Hi**
 Confederate purchasing operations abroad. 146p. (3p. bibl.) O c. Chapel Hill, Univ. of N. C. Press 2.50
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Catalogue of International Exhibition of Paintings. Carnegie Inst. 1924.

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Ladies Home Journal. Oct., 1917.
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American Annual of Photography. 1887 up to 1934.
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 Hall. *Report on Ship Building in U. S.* 1882.
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 Woodall, P. H. *Osteopathy—Science of Healing by Adjustment*. A. O. A.
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